HOPES AND DOUBTS FOR FREEZE'S END: End-of-freeze remains clouded, both by FCC's unpredictable hearing and progress of mobilization (Vol. 6:52) -- but everyone wonders whether there's some way to break the ice jam.

Latest proposal, likely to get short shrift, came from Admiral president Ross Siragusa, during distributors' convention in Chicago this week. Said he:

"The freeze...is not only discriminatory but unnecessary. By ending the freeze...and without touching the uhf, our engineers tell us over 100 new stations could be authorized without overlapping interference with present stations."

Then he wrote off FM, urging its vhf spectrum be given over to TV, saying: "FM has never taken hold...The most charitable thing one can say about FM is that it is a dying art. The channels it is pre-empting should be put to real public service without delay by being shifted to TV." (Admiral TV combinations make FM available only on order, at $30 extra.)

These moves would bring TV to 3,000,000 more families, Siragusa estimated. "Uhf," he added, "can be opened later, when all technical problems are worked out."

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Meanwhile, FCC plans no change in hearing procedures. Educators asked for, and received, week's delay in resumption of their testimony -- from Jan. 15 to 22. Their testimony, plus a few other odds and ends, should wind up general phase of hearing by month's end.

"Mountain of work remains to be done" before freeze can end, Chairman Coy of FCC writes in Variety's Jan. 3 end-of-year issue. He lists steps remaining: specific allocations hearing, Bar Assn. oral argument on legality of fixed allocation, time to reach final decision, time for filing new applications, hearings in many cities. Then he concludes: "Even if near normal conditions prevail, it is doubtful if any stations can go on the air before the first of the next year."

Unless Coy has some shortcuts up his sleeve -- and he indicates none -- he would appear to be as unduly optimistic as ever.

TV-AM-FM STATIONS AS OF JAN. 1, 1951: TV continues locked in freeze, imposed in September 1948 and likely to continue in effect all this year (Vol. 6:52) -- but number of AM outlets grew while FM settled down to a hard core of operating stations.

Only 9 TV stations went on air in 1950, bringing total to 107. They were: WSYR-TV, Syracuse; KEYL, San Antonio; WOI-TV, Ames, Ia.; WHAS-TV, Louisville; WTAR-TV, Norfolk; WJIM-TV, Lansing; WKZO-TV, Kalamazoo; WHBF-TV, Rock Island, Ill.; WSM-TV, Nashville. Three CPs fell by default during year: WRTV, granted New Orleans Times-Picayune; WRTB, Raytheon, Waltham, Mass.; WJAX-TV, City of Jacksonville.

Detailed data on all TV stations in the U.S. and Latin America, plus list of the 373 applications pending, plus allocation tables, directories of TV-radio manufacturers, program syndicators, etc., digests of station rate cards, tabulations of monthly production and sets-in-use figures -- all may be obtained from TV Factbook No. 12, which goes into mails to all of our full TV service subscribers Jan. 13. [Extra copies to subscribers, $2.50.]

Our 1951 AM-FM Directory, which goes out to full-service subscribers next week [extra copies, $7.50], brings to light these pertinent statistics:

(1) AM authorizations reached 2351 at end of 1950 (2199 licenses, 152 CPs), 105 more than the 2246 at end of 1949 (Vol. 6:1). There were 2131 at end of 1948 (Vol. 5:2), 1961 at end of 1947, 1579 at end of 1946, 1056 at end of 1945. Included in AM total are 34 non-commercial stations.

(2) AM applications were squeezed down to 259 for new stations, 207 for changes in facilities, compared with 309 and 224, respectively, year ago. Dropped during 1950 were 17 AM licenses, 30 CPs.

(3) AM stations in other major North American countries didn't change much. Canada has 162 (160 last year), Mexico 276 (273), Cuba 104 (94).

(4) FM grantees continued making up their minds during year. In general, they either got on air and asked FCC for final license papers or quit. Of 706 grantees, 672 are on air (515 licensed, 157 with STAs). At end of 1949, there were

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Those few who are quitting TV (like Bonafide Mills on NBC-TV, whose talent budget alone went up to $8000 after TVA contract) are quickly replaced by others. Nor do sponsors show any signs of eschewing such favorites as the multi-sponsor "Show of Shows" on NBC-TV even though talent costs went up 15%.

Possibly reassured that TV rate rises will serve as brake on defections from radio to that medium, radio broadcasters meanwhile aren't going to reduce their rates, as demanded. They even see increasing business ahead. This attitude was recognized by NBC, which dropped rate-cut plan, cancelled proposed Jan. 10 meeting with radio affiliates in TV cities -- intended to persuade them to cut night radio rates because of TV inroads on listenership (Vol. 6:50). Almost to a station, affiliates opposed move, asserting:

(1) Radio rate cuts are untimely and unwarranted. Network radio continues to offer values greater than competing media. (2) Recent changes in national economic picture indicate these values will increase in period ahead. (3) Operating expenses of radio continue to rise.

COLOR STILL GOOD CONVERSATION PIECE: Color TV still gets considerable attention -- probably will continue to do so as long as the publicity mills grind and there's even remote possibility some CBS-type sets might be built.

Congressional hearing on color was asked this week by Rep. Dolliver (R-Ia.), who served in World War I Signal Corps. He urged hearing would clear up "misunderstanding and confusion in the public mind." Actually, chances for hearing are considered slim, since Congress has more urgent problems at hand, and since Capitol traditionally abstains from investigations when matters are before courts.

RCA says it will file appeal to Supreme Court "soon" rather than wait full time allowed, following turndown by Chicago 3-judge court (Vol. 6:51). FCC lawyers are cocky about prospects before Supreme Court, one saying: "I predict the Court won't even hear oral argument; it will simply affirm lower court's decision."

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Manufacturers are still "fighting" FCC's adoption of CBS system. Said Admiral's Siragusa, at distributor's meeting in Chicago this week:

"From what I have personally seen [of RCA color], even without allowing for further progress, I haven't a shadow of doubt that if the Supreme Court gives public the opportunity to make final decision, Columbia's system will be flatly rejected."

Philco's president Wm. Balderston, also speaking to his distributors:

"We have done considerable work in this field, and our engineers have made some very substantial contributions to the color TV art. As far as commercial operation is concerned, color TV is apparently in mothballs where it undoubtedly belongs for the present. In the meantime, however, our research staff will continue work, and when color TV comes out of mothballs, I assure you that Philco will be ready."

An "Ad Hoc" color subcommittee of National Television System Committee has been laboring away with idea of pooling all knowledge and coming up with best compatible system to recommend to NTSC. Membership: David Smith, Philco, chairman; T. T. Goldsmith, DuMont; A. V. Loughren, Hazeltine; Elmer Engstrom, RCA; I. J. Kaar, GE. One member reports mobilization seriously cutting in on his staff's efforts. "Men who were on color full-time are now on it only part-time."

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Interesting comments on color, from year-end (Jan. 3) issue of Variety:

Wayne Coy, FCC chairman: "I am confident that the Supreme Court will [sustain the FCC] and that it will dissolve the temporary restraining order issued by the Chicago court...As to the threat of war, I do not wish to speculate here on the preparedness program and the materials allocation problems. However, I think it is obvious that if black-and-white TV is to be regarded as a weapon of war, color TV is many times more powerful."

Sen. Edwin Johnson: "I condemn in no uncertain terms the chortles and gurglings and glee of the manufacturing industry over delay and their well financed propaganda campaign to make it appear that the Commission refuses to look at im-

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provements. Neither do I rejoice over their contention that the war mobilization picture makes moot the whole question of color TV progress and its scientific development. Nevertheless, as the electronic industry is brought more and more into defense production, manufacture of radio and TV receivers will be reduced sharply."

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CBS was soothed this week by NPA administrator Wm. Harrison, who wired reply to president Frank Stanton, who feared NPA was about to ban color set production (Vol. 6:51-52). Said Harrison: "NPA has taken no action bearing specifically on color TV, nor is any such action now under consideration."

CBS starts feeding color to Chicago Jan. 10, via coaxial, giving closed-circuit public demonstrations on main floor of Wrigley Bldg. simultaneously with New York showings. Philadelphia demonstrations were stopped Dec. 30.

Network Accounts: Campbell Soup Co. will sponsor *Henry Morgan Show* on NBC-TV, Fri. 9-9:30, starting date not yet set; replaces Bonafide Mills' *Bonny Maid Versatile Varieties* . . . **Procter & Gamble Co.** Jan. 29 begins sponsorship of Mon.-Fri. 2-2:15 segments of CBS-TV's *Garry Moore Show;* **Quaker Oats** Jan. 15 starts Tue. & Thu. 2:15-2:30 editions of same program . . . **Mutual Benefit Health & Accident Assn.** Jan. 21 starts *On the Line with Bob Considine* on NBC-TV, Sun. 2:30-2:45 . . . **Derby Foods Inc.** (Peter Pan peanut butter) to sponsor *Magic Slate* on NBC-TV, alt. Sun. 5:30-6, starting Jan. 21 . . . **U. S. Army & Air Force Recruiting Service** Jan. 6 starts sponsorship of 9:30-10 segment of DuMont's *Saturday Night at the Garden* . . . **Landers, Frary & Clark** (Universal household appliances) Feb. 1 starts *Universal Homemaking* on 23 DuMont stations, Thu. 2-2:15 . . . **Conmar Products Corp.** (zippers) and **Maiden Form Brassiere Co.** reported readying alternate week sponsorship of *Theatre of Romance* on ABC-TV, Sat. 11-11:30 a.m. . . . **General Mills** Jan. 5 started *Live Like a Millionaire* (child talent show) on CBS-TV, alt. Fri. 9:30-10 in lieu of previous programs.

Station Accounts: Sponsored in Los Angeles by **Rosefield Packing Co.** (Skippy peanut butter) new half-hour production originating at KTTV, titled *You Asked for It,* will be shown on kine-recordings in 22 markets . . . **Lewis Food Co.** (dog & cat foods) continuing sponsorship of *The Ruggles,* with Charles Ruggles, on KGO-TV, San Francisco; KING-TV, Seattle; KFMB-TV, San Diego; KPHO-TV, Phoenix; with **Kraft Food** soon placing it on KECA-TV, Los Angeles . . . **Melville Shoe Corp.** (Thom McAn footwear) has contracted with WPIX for co-sponsorship of 21 Madison Square Garden events, starting Feb. 4, taking Chevrolet spots; other sponsors are Webster Cigars and Standard Brands, with schedule 25% unsold . . . New spot business on WABD, New York, includes **Elgin Watch Co.,** thru J. Walter Thompson; **Chase National Bank,** thru Hewitt, Ogilvie, Benson & Mather; **National Sugar Refining Co.,** thru Young & Rubicam . . . Among other advertisers currently reported using or planning to use TV: **Freemantel Voice Institute Inc.** (home study courses in public speaking & singing), thru Moss Associates, N. Y.; **Monarch Foods,** Chicago, thru Weiss & Geller, Chicago; **Standard Oil of Indiana** (Red Crown gas), thru McCann-Erickson, Chicago; **Manning-Bowman & Co.,** Meriden, Conn. (portable mixer & coffee maker), thru Foster & Davies Inc., Cleveland; **Baray Pharmacal Co.** (Swish mouthwash tablets), thru Olian Adv., Chicago; **Holeproof Hosiery Co.,** thru Weiss & Geller, Chicago.

Three elections to v.p. were announced by NBC Jan. 6: John K. Herbert, appointed in November as gen. sales mgr. for radio network; George E. Frey, director of TV network sales; Frederic William Wile Jr., director of TV production.

Personal Notes: William B. Ryan named paid president of new Broadcast Advertising Bureau Inc., at $36,000 yearly salary, effective Feb. 1; he'll continue temporarily as NAB general mgr. to which $25,000 a year post he was appointed last April from general mgr., KFI & KFI-TV, Los Angeles (Vol. 6:16) . . . **Ivor Kenway** resigns as ABC v.p. to accept temporary appointment as public relations consultant, United Cerebral Palsy Assn. . . . **Robert Ewing** named TV sales mgr., **Oliver Morton,** radio sales mgr., NBC Central Div. spot sales dept., in move splitting up sales force in Chicago . . . **George E. Sleeper Jr.** has resigned as v.p. & chief engineer of Color Television Inc. (CTI), San Francisco . . . **Edward Cashman,** with Kudner, returns to Foote, Cone & Belding as TV-radio v.p., succeeding Robert Ballin, resigned to join J. Walter Thompson, N. Y. . . . **Ralph W. Nimmons** promoted to station mgr., WFAA-TV, Dallas; **Alex Keese** succeeds him as asst. mgr., **George K. Utley** taking over radio sales . . . **Jack Harris,** gen. mgr., *Houston Post's* KPRC & KPRC-TV, elected to newspaper's board of directors . . . **Ernest Byfield Jr.,** ex-NBC and Weiss & Geller, joins W. Earl Bothwell Inc. as TV director . . . **Jose diDonato,** ex-Petry, now TV-radio director of Robert W. Orr Associates . . . **Arnold Michaelis** elected president of World Video Inc., **Richard Lewine** succeeding him as executive producer . . . **William Van Praag** resigns as president, General Business Films and v.p., Television Features Inc. . . . **Wm. H. Ensign,** veteran network executive, named ABC Eastern radio sales mgr.

"Peak danger period" of TV's impact on other media and activities passed in 1950, researcher Jerry Jordan told convention of College Physical Education Assn. in Philadelphia last week. Reason, he said, was that there probably never again will be such a large portion of TV audience in "novelty" stage (first year) of set ownership. Football attendance in Philadelphia areas was off 11% this year, he said, but he attributed only half of drop to TV. He argued vigorously against banning football telecasts in 1951, saying: "It just doesn't make sense to force a national ban on this area now and never find out whether TV will be helpful or harmful to football after the novelty has worn off." Speech is being published and distributed by RTMA, 1317 F St. NW., Washington.

ABC ordered coast-to-coast TV network facilities from AT&T Dec. 2—first TV network to do so—although hookup isn't scheduled for completion until late 1951. Other networks are expected to follow suit before end of year. New facilities will link Omaha and San Francisco, via Denver and Salt Lake City microwave relay. ABC-TV sales v.p. Fred Thrower predicted "majority of our advertisers will convert from a delayed program basis to live programs" as soon as facilities are available.

FCC Chairman Wayne Coy addresses New York State Publishers Assn. in Buffalo Jan. 16; his subject will be mainly TV.

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Topics & Trends of TV Trade: Admiral bucks trend to fewer models, showing line of 35 TVs and 12 new table radios—only 3 of TVs being carryovers—at opening of distributors convention in Chicago Jan. 4. All TV chassis are virtually same, with 20 receiving tubes, and prices (excise tax included) hold quite close to those last quoted on comparable previous models (Vol. 6:44). In fact, low end of line, the 3 plastic table models carried over, retain same prices, namely, **Models 14R12, 14-in., mahogany, $199.95; 16R11, 16-in. ebony, $239.95; 16R12, 16-in. mahogany, $249.95.**

Only other table models, both plastic and both new, are 17-in.—**17K11, ebony, $269.95; 17K12, mahogany, $279.95.** Remainder of Admiral line are all 17 & 20-in., all wood save low-end console, main feature being new gold framing of picture tube to give illusion of bigger picture, and tilted to overcome glare. The line:

TV-only consoles, 17-in.: Model 27K12, plastic, mahogany finish, $299.95; 27K15, modern, open faced, walnut, $339.95; 27K16, same, mahogany, $349.95; 27K17, same, blonde, $359.95; 27K25, modern, half doors, walnut, $369.95; 27K26, same, mahogany, $389.95; 27K27, same, blonde, $409.95; 27K35, traditional, half doors, walnut, $379.95; 27K36, same, mahogany, $399.95; 27K46, period, long doors, mahogany, $419.95.

TV-only consoles, 20-in.: 221K16, semi-modern, open, mahogany, $439.95; 221K35, traditional, half doors, walnut, $469.95; 221K36, same, mahogany, $489.95; 221K26, period, full doors, mahogany, $509.95; 221K28, Provincial, maple with fruitwood finish, full doors, $525.

Combinations are all offered with AM and 3-speed phono, FM optional and obtainable in same cabinets but with added circuit in "Dynamagic" chassis at $30 more. The combinations are topped by three 20-in. receivers called "Tele-Bar" which incorporate a completely equipped built-in bar with shelves, glass racks, storage space, etc. It's offered in mahogany, blonde or silver fox at $845, $895, $895, respectively, and its "publicity" value as a window item is regarded enormous. Admiral's combinations are:

17-in.: 37K15, semi-traditional, 2 half doors, walnut, $449.95; 37K16, same, mahogany, $469.95; 37K27, modern, half doors, blonde, $499.95; 37K35, traditional, 4 doors, walnut, $499.95; 37K36, same, mahogany, $519.95; 37K38, French Provincial, fruitwood finish, $525.

20-in.: 321K35, semi-modern, 2 half doors, walnut, $599.50; 321K36, same, mahogany, $619.50; 321K15, traditional, 4 doors, walnut, $695; 321K16, same, mahogany, $725; 321K27, modern, 2 long doors, blonde, $795; 321K18, period, long doors, fruitwood, $795; 321K46, mahogany Tele-Bar, $845; 321K47, same, blonde, $895; 321K49, same, silver fox, $895.

Admiral's all-new line of radios was predicated, said v.p. Dick Graver, on conviction that "demand will be as strong as 1950, perhaps stronger, due to international news." But no radio consoles were in line, which has five table models at $20, $23, $25, $28 & $30; two clock radios (first for Admiral) at $40 & $45; two table radio-phonographs at $80 & $90; 3 portables (not to be delivered until March) at $30, $33 & $37.

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Tele-tone moves to Bayway Terminal, Elizabeth, N. J., Jan. 31, but maintains sales offices at present New York address (540 W. 58th St.). New 250,000 sq. ft. plant will employ 2500 people at capacity, will have $1,000,000 worth of equipment, company states.

Featuring Hallicrafters' trade meetings is clever parody on recent acrimonious Halligan-Coy exchange of correspondence on color TV (see Special Report, Vol. 6:44). Verses are sung to tune of *Mr. Gallaher & Mr. Shean.*

Motorola showed all-new 18-set line to distributors Jan. 4 at Congress Hotel, Chicago. Line comprises one 14-in., eleven 17-in., six 20-in., with prices on most sets $10-30 above comparable models in last year's line after price rises last November (Vol. 6:44). Featured item is 20-in. table model with demountable legs at $379.95. Big sales gimmick is concave safety glass, said to reduce reflections by 98%. Motorola officials had distributors holding up lighted matches in darkened auditorium to prove worth of "Glare-Guard" device. Here are the sets (prices include excise tax):

14-in.: 14T3X1, mahogany plastic table, $219.95.

17-in.: 17T3X, mahogany plastic table, $259.95; 17T4, mahogany wood table, $289.95; 17K5, mahogany console, $329.95; 17K6, maple console, different cabinet, $399.95; 17K7, mahogany console, $379.95; 17K7B, blonde console, $399.95; 17F6, mahogany console, AM-FM-phono, $529.95; 17F6B, blonde console, AM-FM-phono, $549.95; 17F7B, blonde console, AM-FM-phono, different cabinet, $579.95; 17F8, mahogany console, AM-FM-phono, different cabinet, $579.95; 17F9, mahogany console, AM-FM-phono, different cabinet, $499.95.

20-in.: 20T1, mahogany table (demountable legs), $379.95; 20T1B, blonde table (demountable legs), $399.95; 20K1, mahogany console, $429.95; 20K1B, blonde console, $449.95; 20K2, mahogany console, different cabinet, $489.95; 20F2, mahogany console, AM-FM-phono, $700.

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Westinghouse showed new line of 7 sets, plus 3 held over from 1950 line, to Jan. 5 distributors meeting at Chicago's Blackstone Hotel. Sets averaged $20-$90 more than comparable models after last price hike (Vol. 6:42). Here are the sets:

16-in. rect.: 643K16, mahogany console, $375.

17-in. rect.: 635T17 (Dorset), plastic mahogany table, $259.95; 640T17 (Andover), wood mahogany table, $279.95; 639T17 (Fenway), wood blonde table, $299.95; 641K17 (Brentwood), mahogany console, $369.95; 646K17 (Shelton), mahogany console, half doors, $399.95; 647K17 (Warwick), blonde console, half doors, $425; 633C17 (Manorcrest), mahogany console, AM-FM-phono, $535; 634C17 (Lansdowne), blonde, AM-FM-phono, $560.

20-in.: 642K20 (Stratton), mahog. console, doors, $495.

Westinghouse holds next meeting Jan. 12 at New York's Barbizon Plaza; Jan. 27 at Western Furniture Mart, San Francisco.

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Bendix's 1951 line consists of 6 sets—2 carried over from last year with $20 price increases. Sets, which include excise tax, are: **17-in.: T170, plactic table, $239.95; 2070, mahogany wood table, $279.95; C174, mahogany console, $299.95; 7001, mahogany console, doors, $339.95; C172, mahogany console, doors, French Provincial, $399.95.** Models 2070 and 7001 were introduced last October (Vol. 6:43). **20-in.: C200, mahogany console, doors, $479.95.**

Despite fact that TV excise tax was collected for first time, Govt. received $532,000 less in 10% manufacturers' taxes on civilian electronic equipment and components in November ($5,359,960) than in October ($5,892,095). This is mainly because manufacturers have until Dec. 30 to file November's tax, so large majority of TV tax collections won't be reflected until December figures are released. Figure for November 1949 was $3,139,966.

Tele King chairman Louis I. Pokrass was reported in Jan. 5 dispatch from St. Thomas, Virgin Islands, as announcing his company has organized corporation there to make TV-radio receivers and other electronic devices.

No new Majestic sets for 1951, president Leonard Ashbach announces. Present line carries over unchanged.

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Sparton line for 1951 comprises 7 sets in 15 models—all 17-in. Prices are $40-$80 higher than those for comparable sets in old line (Vol. 6:35). Here are the sets (prices include excise tax):

Tables: 5104 (Berkeley), mahogany plastic, $259.95; 5101 (Whitney), mahogany wood, $289.95 (blonde $294.95, limed oak $299.95).

Consoles: 5152 (Gramercy), mahogany, $349.95 (blonde $359.95, limed oak $369.95); 5155 (Sheffield), mahogany, different cabinet, $379.95 (blonde $389.95, limed oak $399.95); 5158 (Rutledge), mahogany, different cabinet, $399.95.

Combinations: 5188 (Westmont), mahogany, AM-FM-phono, $499.95 (blonde $509.95); 5182 (Nassau), mahogany, AM-FM-phono, $539.95 (blonde $549.95).

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Air King 1951 line has seven 17-in. and two 20-in. sets, with prices $20-$70 higher than last year's comparable models. Here are the sets (prices include excise tax):

17-in.: 17M1, metal table, $239.95; 17T1, mahogany wood table, $279.95; 17C7, mahogany console, $299.95; 17C5, mahogany console, different cabinet, $339.95 (in blonde, $354.95); 17C2, mahogany console, doors, $399.95; 17K1, mahogany console, AM-FM-phono, $499.95.

20-in.: 20C1, mahogany console, $399.95; 20C2, mahogany console, half doors, $469.95.

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Hoffman has raised prices from $2 to $20 on its line to cover excise tax, and is planning to drop 14-in. production and replace 16 & 19-in. tubes with 17 & 20-in. R. J. McNeely, director of sales, estimates production of 40,000 units first quarter of 1951, increase of 15,000 over same period last year.

Philco has dropped Model 1871 from new line (Vol. 6:52). It was 17-in. TV-phono in mahogany at $399.95. Instead, Philco now has Model 1833 in same cabinet, TV console only, at $369.95.

Sentinel line for 1951 is reported to be 7 sets ranging from 17-in. table at $290 to 20-in. console with doors at $500. Prices include excise tax and are said to be 2½%-3½% higher than former models.

Trav-Ler reports adding 2 new 14-in. models to line—mahogany table at $179.95, consolette $199.95. Noteworthy is fact Trav-Ler dropped 14-in. from mid-1950 line (Vol. 6:24-25).

New Jackson line for 1951, to be shipped in February, comprises 6 sets in 12 models. Prices run from $220 for 14-in. mahogany table to $600 for 20-in. mahogany console with AM-FM-phono.

Trans-Vue's 1951 line consists of 3 sets in 9 different models with prices ranging from $270 for 17-in. mahogany table to $450 for 20-in. console with half-doors.

Pathe reports having 20-in. mahogany console at $320; with doors, $379.50; in blonde, $379.50.

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Viewing after 11 p.m. goes on in 75% of New York area homes, at least one night weekly, according to Advertest Research's survey of 763 families. Poll indicates 50% of all TV sets are on 11-12 during average night. Before TV, 63% of these late viewers were in bed at that time. Sports rank high in popularity, but programs with highest cumulative audience are: WNBT's *Broadway Open House* 43.6%, WATV's *Stardust Theatre* 23.7%, WPIX's *Night Owl Theatre* 22.9%, WOR-TV's *Starlit Playhouse* 22%.

FCC's annual report for fiscal year ending June 30, 1950, released last week, is available (40¢) from U. S. Govt. Printing Office, Washington 25. It's useful primarily as permanent reference on statistics of number of stations, their income, etc.

Trade Personals: James B. Conkling, ex-Capitol Records v.p., named president of Columbia Records Inc., succeeding Edward Wallerstein, resigning Feb. 1 . . . Gerald Light named Emerson sales promotion mgr., succeeding Harold Deitz, resigned to head Emerson Mid-State Inc., Newburgh, N. Y. . . . A. E. Sinclair, ex-Zenith and Mallory, appointed industrial relations director, Federal Telephone & Radio . . . John R. Howland, ex-Zenith, now heading newly created office of product research, Stewart-Warner . . . Curtis L. Peterson, ex-Ecko Products Co., named Meck merchandising promotion director . . . J. D. Van der Veer named Tung-Sol sales mgr. for electron tube equipment . . . Sidney E. Warner leaves partnership in Aircraft Electronic Associates to become engineering and research director, LaPointe-Plasmocold . . . Donald B. Harris, ex-Collins, named technical asst. to president Hector R. Skifter, Airborne Instruments Laboratory . . . Leon C. Guest, from Picture Tube Div., named comptroller of Radio-TV Div., Sylvania . . . Aerovox appoints Frank Marshall director of manufacturer sales, succeeded by A. E. Quick, ex-Electrical Reactance Corp., as sales mgr.; Carl Bretz becomes sales mgr. of Electrical Reactance. In addition, J. Fraser Cocks Jr. becomes gen. comptroller of both Aerovox and Electrical Reactance, Carl Gulbranson succeeding him at Aerovox.

Veteran Wireless Operators Assn., comprising oldtime "brass pounders" or ship-shore operators, have reelected Wm. J. McGonigle, N. Y. Telephone Co., president; Wm. C. Simon, Tropical Radio, secretary; reelected FCC Comr. George E. Sterling to board; elected these other officers: A. J. Costigan, RCA, 1st v.p.; H. L. Cornell, Esso Shipping Co., 2nd v.p.; R. H. Pheysey, United Fruit, treas.; R. J. Iverson, *New York Times*, asst. secy. Elected to board: C. D. Guthrie, U. S. Maritime Commission retired; George H. Clark, RCA retired; Capt. Fred Muller, USNR retired; Jack Poppele, WOR.

New tri-color tube, patented (No. 2,529,485) by Thornton Chew, engineering v.p. of KFMB-TV, San Diego, is described by him as "a device employing a magnetic field in combination with a screen divided into discrete color emitting areas in such manner as to sequentially reproduce images in each of the component primary colors. Being a single-gun, single-raster tube with multiple color screen, it avoids difficulties with coincident scanning, keystoning, optical superposition and color wheels." He reports making arrangements with unnamed tube manufacturer to produce experimental models, gives "educated guess" tube might retail for 1½ times comparable black-and-white unit.

"Universal Color Scanner" is being advertised by DuMont. It reads, in part: "Operating on the principle of the flying spot scanner, [it provides] tri-color signals from any 35mm 2x2-in. color transparency. Available as outputs are an FCC-approved field sequential video color signal and 3 simultaneous video color signals which may be fed to any external sampling equipment for experimental work with line or dot sequential systems."

"Televised microscopy" is new technique developed by RCA Labs for observation of objects difficult or impossible to examine through ordinary means. Industrial TV camera, employing Vidicons sensitive to either red or violet light, is focused through microscope on living organisms which might otherwise require killing and staining. Other advantages: TV camera works in weak light, permits magnifications of 15-20 times.

Jan. 1 sets-in-use reported since NBC Research's "census" of Dec. 1 (Vol. 6:51): St. Louis, 239,000, up 17,000; Washington, 219,760, up 13,760; Pittsburgh, 212,000, up 22,000; Kansas City, 93,170, up 9670; Greensboro, 41,968, up 6068; Ames (Des Moines), 33,724 as of Dec. 15, up 3562 since Dec. 1.

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Telecasting Notes: Network radio sales are booming, variously attributed to new excess profits tax and scarcity of TV time . . . Gulf Oil is dropping radio version of *We the People* on NBC, while retaining TV version, taking on new sponsorship of *Counter-Spy* on NBC-AM Sunday p.m. . . . Tintair's CBS-TV hit, *Somerset Maugham Theatre*, will have radio version on CBS starting Jan. 20, Sat. 11:30-12 noon . . . Add New York stations boosting rates: ABC's WJZ-TV, which Feb. 1 raises base Class A hour rate from $2200 to $3100, one-minute from $500 to $650; 20-second rate will be $550, 8-second, $350 (see Vol. 7:1 for other New York rate hikes) . . . *Variety* reports both WLWT & WCPO-TV, Cincinnati, now operating in the black, with WKRC-TV "making rapid strides to get beyond the red line" . . . Showman Billy Rose engaged by NBC under 2-year contract as consultant on TV shows . . . Kine-recordings of top TV shows, which can be screened on standard 16mm projectors, may be circulated abroad, where GIs are stationed, under plan attributed to producer Leland Hayward, RCA president Frank Folsom, RCA v.p. Manny Sacks . . . Now wholly owned by *Los Angeles Times* (Vol. 6:52), KTTV has switched representation to Blair TV Inc.; CBS's KTSL (soon to be KNX-TV) is represented by Radio Sales . . . Donald Cooke Inc., station rep, has formed separate TV dept. . . . CBS has released Robert Q. Lewis from exclusive contract, dropped his Mon. 2:45-3:30 TV sustainer—but he'll continue American Safety Razor Corp.'s *Show Goes On* and will substitute for Arthur Godfrey on Wed. Chesterfield show when Godfrey begins 2-week Navy duty Jan. 18; Godfrey also considering 3 weeks in Europe to study Eisenhower mission for "conversational" material . . . Color TV is subject of evening classes for advertising personnel starting at New York U Feb. 6, conducted by *Tele-Tech's* John Battison with lectures by CBS's Peter Goldmark, Paramount's Richard Hodgson, et al. . . . CBS Radio Sales announces exclusive representation of new TV film series, 26 half hours, titled *The Range Rider*, produced by Flying A Pictures under same direction as CBS-TV's *Gene Autry Show* . . . Decline in attendance has forced suspension Jan. 12 of Crosley-promoted wrestling matches, carried on hookup of WLWT, WLWD, WLWC . . . Current *Pageant Magazine* carries 8-page feature titled "Howdy Doody, Mr. Smith!" and featuring the NBC-TV kid show . . . Gillette sponsored Ezzard Charles-Lee Oma heavyweight title fight Jan. 12 on NBC-TV as a highlight of its Fri. 10 p.m. *Cavalcade of Sports* . . . Pabst will sponsor Jake LaMotta-Ray Robinson middleweight title bout on CBS-TV as a feature of its regular Wed. 10 p.m. boxing series . . . KMTV, Omaha, has prepared concise *Guide to Layout & Reproduction of Art for TV*, listing "do's & don'ts"; available on request.

New TV station in Cedar Rapids, Ia., is sought in application filed with FCC this week by WMT (Wm. B. Dolph). It seeks Channel No. 9. Previously, *Cedar Rapids Gazette* (KCRG) had filed for No. 7. Petition to dismiss Don Lee application for Channel 2 in San Francisco, reserved by FCC for more than 2 years for Don Lee, has been filed by Edwin Pauley's Television California. Pauley claims Don Lee is now owned by new stockholders, therefore not same company FCC favored previously (Vol. 6:50). [For details about WMT application, see *TV Addenda 12-A*.]

United Television Programs Inc. has been formed as program distributing concern by Edward Petry & Co., station reps; Standard Radio Transcription Services Inc.; Century Artists. Officers are Jerry King, Standard, president; Richard J. Dorso, Century, executive v.p.; Milton Blink, Standard, secy-treas.

Federal Communications Bar Assn. holds annual luncheon meeting Jan. 26 at Willard Hotel, Washington, annual dinner same evening in Mayflower Hotel.

CBS color piped to Chicago drew highly favorable reaction during demonstrations which began this week. Even Judge Walter LaBuy, who dissented vigorously in decision upholding FCC authority (Vol. 6:51), attended showings, said: "The commercial possibilities of color TV are tremendous. The entertainment value is self-evident." Press was uniformly enthusiastic. Said *Chicago Tribune* radio editor Larry Wolters: "Colors came through in bright, true tones with amazing detail . . . Whatever the final outcome of the color TV battle, [it is] something wonderful to see." Bill Irvin, *Sun-Times:* "Clarity and brilliance of the colors drew enthusiastic comment." Jack Mabley, *Daily News:* "Virtually perfect pictures." William Leonard, *Journal of Commerce:* "Every single picture was so amazingly clear in detail, so thrillingly deep in dimension, so pleasantly devoid of those horizontal TV wriggles and squirms, that standard black-and-white video seemed instantaneously as far behind the times as the crystal set . . . and the crank-up phonograph." Closed-circuit pictures, received from New York via coaxial at studios of WBBM in Wrigley Bldg., were shown on 12-in. (magnified) set with Webster-Chicago converter and 12-in. (magnified) Muntz slave unit, in addition to 12½-in. industrial set and 17-in. color-drum console.

Broadcasters got assurances this week from FCC chairman Coy and Air Force communication chief Maj. Gen. F. L. Ankenbrandt that there's no intention of taking control of radio and TV stations away from owners except in real emergency. Reference was to Defense Dept. request for legislation from Congress giving President control over "electromagnetic" radiation devices (Vol. 6:51). Assurances were given at second meeting of Broadcast Advisory Council Jan. 8 in Washington. Requests for additional membership were tabled until functions of Council are more clearly defined. There have been complaints (even to White House) that BAC doesn't fully represent TV-radio media. They've been made by non-NAB broadcasters, educational and farm groups, labor and other organizations (such as National Assn. of Radio-TV News Directors).

Petrillo will take up question of music on kinescope recordings at later date, personally, a union official said after Jan. 12 meeting of AFM Local 802 and networks on new contracts. Biggest demand was for elimination of all canned music between 8 a.m. and midnight. Other demands: (1) About 50% hike in pay scale. (2) Welfare fund based on 3% of payroll, to be paid by networks. (3) Minimum number of musicians for each program category. (4) Run-of-show contracts for musicians hired for a show. Present union contract with networks (and WOR) expires Jan. 31. Negotiators meet again Jan. 16.

"One-year moratorium" on live telecasts of college football games was voted, 161-7, by National Collegiate Athletic Assn., meeting in Dallas Jan. 12. Resolution, said to be "morally binding," is not outright ban and no provision for enforcement was made. Ruling provides for live TV only on "controlled experimental basis," permits delayed telecasts, and instantaneous theatre and Phonevision telecasts. Officials of pro-TV Notre Dame said they regard moratorium as moral obligation.

Ban on network telecasts of baseball games, but not local telecasts, was voted by National League, which also decided to set up supervising agency to govern National League broadcasts outside major league areas. Action was taken as result of plea by minor leagues for relief from major league radio competition. American League is expected to follow suit. Meanwhile, Washington Senators cut to 21 number of its games to be televised in Washington. Last summer all home games were televised. National Basketball Assn. banned telecasting in Minneapolis, leaving New York only city televising pro cagers.

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 V7 #3

McDonald and DuMont's Chris Witting approving, CBS's Larry Lowman indicating his company may go along. Neither ABC nor CBS is member of NAB, though all networks belong to TBA.

Board steering committee meets to work out details sometime before NAB's next board meeting in Clearwater, Fla., Jan. 31, Feb. 1 & 2. Steering committee comprises Messrs. Thomas, Swezey, Storer. NAB board must, of course, approve -- and there's some sentiment in that dominantly AM organization to avoid any "support" to TV. It's noteworthy, though, that Thomas and Swezey are members of NAB board.

COY'S HOPES FOR FREEZE-END & COLOR: Though it's no longer winning headlines, argument-as-usual continues over color TV issue -- with FCC and CBS still flailing in a virtual vacuum, mainly mobilization-created. This week, FCC Chairman Wayne Coy made another speech, talking mostly about color, while CBS continued color demonstrations on receivers not only in its Chicago Wrigley Bldg. studios but in United Paramount's Chicago Theatre and in big Carson Pirie Scott dept. store.

More significant than what he said about color, Coy took another look at his dog-eared end-of-freeze timetable, speaking before New York State Publishers Assn.

Carefully hedging this time (his last guess was between April 1 & July 1), he again pushed his prediction into the defense-shrouded future -- this time to "third anniversary of the freeze," namely, next Sept. 30. Admitting he had made many wrong predictions in past, he told Buffalo convention:

"I do hope and expect and predict that we will be out of the freeze and granting applications before the third anniversary of the freeze...unless the mobilization program is so large by late summer it will not be possible to utilize raw materials in the building equipment and construction necessary to get TV stations on the air."

Just what end-of-freeze will mean, when and if it does come, is still good question (Vol. 6:52). TV-radio stations are exempt from this week's NPA ban on new construction (see p. 2) -- but it's no secret they're under consideration, too.

And except for the few transmitters still in crates or on assembly lines, it's idle to assume equipment-as-usual will be available this fall or next winter. Not, at least, in quantities sufficient to accommodate or even make good start toward Mr. Coy's prediction that: "It is not unreasonable to expect that a matured competitive TV service for this country will have more than 1000 stations and that the annual volume of business done by these stations will exceed $1 billion."

* * * *

Reviewing TV's phenomenal growth, Coy warned the publishers of its impact on their medium, inferentially at least urged them to get into the TV swim, recounted reasons behind the freeze, progress of hearing, etc.

But attempt to "sell" FCC's color decision occupied most of his talk. As he did in recent Variety article (Vol. 7:1), he opined: "Any progress we can make in color will greatly magnify effectiveness of TV's contribution [to defense effort]."

Coy again expressed confidence courts will sustain FCC decision, seemed to think that court order is all that keeps CBS system from being put across -- despite mobilization uncertainties, compatible system progress, probable post-litigation request to reopen hearing, antipathy of virtually entire industry toward FCC decree.

He lit into RCA for attacking decision, called attention to recent NRDGA speech of RCA v.p. Robert Seidel (Vol. 7:2) suggesting dual standards and public choice of systems "by its ballot in the market place." Flatly rejecting RCA's present demands for dual standards, Coy added:

"This same fellow says that the Commission is now placing a ceiling on scientific development. Of all the balderdash! Even since the Commission approved the standards, the proponents of the field-sequential system [CBS] have announced the development of a 17-in. tube, thus meeting the criticism that their picture size was limited to 12½-in. The speaker conveniently ignores this development."

But Coy made no mention of developments in dot-sequential system [RCA] which have met most, if not all, basic criticisms -- even those of FCC. Incidentally,

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NTSC "Ad Hoc" committee (Vol. 7:1), weighing contributions of all companies to compatible system, met in Washington Jan. 11 to view and discuss RCA system.

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That "Joe DiMaggio" letter on tri-color tube, sent to FCC by RCA president Frank Folsom (Vol. 6:45), still rankles Coy. He noted that RCA now calls tube the "Joe DiMaggio," said:

"Putting the name of Joe DiMaggio on this tube is somewhat unfortunate because it shows a certain amount of disrespect for DiMaggio's ability. Joe has never refused to play the game, but the tube now bearing his name is side-lined and is as inactive, so far as its potential public is concerned, as a retired ballplayer or as though the tube had suffered an attack of anemia."

While color is now considered academic by virtually entire industry, Coy makes only this concession:

"Of course, all types of broadcasting, including color TV broadcasting, will be affected by the defense effort. The exact extent cannot now be foreseen. The future of our defense mobilization effort may well hold the answer to whether color TV broadcasting makes a small or large beginning within the year in becoming the prevailing TV system of this country."

* * * *

Free competition between color systems was urged Jan. 16 by Illinois' new Republican Senator Everett M. Dirksen in address to NARDA Chicago convention (see Trade Reports). Charging that unlimited govt. restrictions could destroy free enterprise, Sen. Dirksen cited FCC color decision as example. "My inclination is to let them [CBS & RCA] fight it out," said he, "and let the best of the lot win."

CBS reports great success with its Chicago color demonstrations, states they will be extended to other cities shortly. Since equipment and personnel of current New York & Chicago demonstrations will be needed for other cities, Chicago showings will be concluded Jan. 24, New York Jan. 26.

Telecasting Notes: Whereas we "guesstimated," on basis of reported $45,000,000 worth of network time sold, that over-all 1950 TV time sales soared to around $100,000,000 (Vol. 6:52), *Broadcasting Magazine* reports its yearbook will estimate $83,000,000. Whereas NAB estimates radio broadcasting gross revenues for 1950 at $448,198,000 (Vol. 6:52), yearbook places figure at $453,000,000, up more than 6% from 1949. NAB's TV figure is estimated at between $70-$80,000,000 . . . DuMont Network has purchased old Central Opera House, 205 E. 67th St., New York, will convert it into TV Center, embracing 8 studios, one of them 180x70 ft.; plan is for all New York productions eventually to emanate from center, construction plans depending on NPA restrictions . . . Free & Peters, station reps (including 8 TV outlets; see *TV Factbook No. 12*, p. 38) is out with 7-city survey showing radio preferred over all other media for news, outstripping newspapers by 38%, TV by 268% . . . Horace N. Stovin Co., Toronto, appointed Canadian sales reps for ABC's 5 owned & operated TV stations . . . Radio Correspondents Assn. has cancelled Feb. 3 dinner in honor of President Truman . . . United Television Programs Inc., formed by Petry, Standard, Century Artists (Vol. 7:2) to syndicate TV films, announces it will be sales rep for Bing Crosby Enterprises Inc., including its *Fireside Theater* currently sponsored on NBC-TV by Procter & Gamble . . . American Booksellers Assn., surveying 340 leading booksellers in both TV and non-TV areas, reports effect of TV on book reading and buying "absolutely nil," cites October sales 1% ahead of same 1949 month in TV areas, 4.4% up in non-TV, November 1.8% up in TV, 2.6% up in non-TV . . . University of Miami has begun "Telecourses" via WTVJ, Tue. & Thu. 2:30-3 p.m., enrollment fee $5, with final tests winning certificates of credit for those who pass; first subjects are public speaking and personal finance.

Personal Notes: CBS chairman Wm. S. Paley, heading new President's Commission on Metals Resources (Vol. 7:2), is taking up residence in Washington for next few months . . . Edgar Kobak, ex-MBS president, now consultant, and J. Harold Ryan, Storer stations, have been added to Secy. of Commerce Sawyer's 21-man Advertising Advisory Committee . . . Paul A. deMars, ex-Washington consultant, now chief engineer of Pickard & Burns, Needham, Mass. . . . Charles C. Bevis Jr., onetime mgr. of WNBK, Cleveland, recently director of NBC-TV stations, named mgr. of KOA, Denver, succeeding Lloyd Yoder, now heading KNBC, San Francisco . . . Lewis Allen Weiss, ex-Don Lee, ex-MBS chairman, on loan from Hughes Aircraft Co., is serving on dollar-a-year basis as special consultant to National Production Authority's Office of Civilian Requirements.

Chapter on color TV in annual report of Senate Small Business Committee created slight stir when Jan. 16 *Radio Daily* report left impression that committee had endorsed FCC decision. Actually, committee directed staff to study situation after it had received many complaints from dealers and distributors. But all staff has done is to digest FCC decision and report on subsequent litigation. As staff member puts it: "It would probably take 7 or 8 engineers to do a real study, so we're waiting for next committee meeting [Feb. 1] to see what they want. This report was supposed to be for background only, not to imply opinion of the committee one way or the other." Speculation about DuMont-CBS tieup on color in Jan. 17 *Variety*, based on recent meetings between Dr. Allen DuMont and CBS president Frank Stanton, is dismissed by Dr. DuMont who says "nothing to it." He says that meetings had nothing to do with color, that "we have some problems in common—labor, etc."

pensive medium, lack programming and talent resources and know-how.

(3) Appeal of "straight education" programs is too limited, can't hold any significant audience.

As alternative to channel reservation plea, telecasters suggested:

(1) Educational groups compete with commercial interests for new-station licenses before FCC.

(2) Where all available channels are filled, educational groups buy time on commercial stations -- which would be far cheaper than operating their own; and then they apply for expiring licenses of existing commercial stations.

Commr. Frieda Hennock, outspoken champion of the educators, bore down hard on the telecasters. Her cross-examination of Mr. Stanton was particularly nettling and he felt called upon to remind her he was attending hearing at his own request.

TBA president Jack Poppele is sole witness still to testify when hearings resume Jan. 30. Cross-examination of Mr. Stanton will be completed Jan. 31 when this phase of allocation hearing is scheduled to wind up.

A tentative allocation plan drawn up by Dr. Francis J. Brown of the American Council of Education provides for 56 educational stations in 50 locations in northeastern United States, without regard to vhf or uhf. It visualizes 3 educational channels in New York plus one in Newark, 2 in Boston, 3 in Philadelphia, etc.

In event there is only one vhf channel allotted to a city, the educators proposed that the facilities be shared by commercial and educational licensees on "double license" basis.

In so-called "closed" cities (such as New York and Los Angeles), where all channels are now occupied, Dr. Brown suggested: (1) Revision of present allocation plan to assign more vhf stations to the closed city. (2) Educators share station facilities or time with all commercial stations in the area. (3) "Changing the status of one of the existing stations through transfer of license or removal."

National Assn. of Educational Broadcasters served notice it will conduct extensive campaign for TV allocations with formation of "Public Interest Committee" headed by public relations counsel Edward L. Bernays and consisting of such top-drawer names as Harold L. Stassen, author Fannie Hurst, Dean Millicent McIntosh of Barnard College, Actors' Equity president Clarence Derwent, commentator Quincy Howe

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Outside FCC and CBS, very few folk in the industry take continued talk about color TV very seriously—for every day makes it more apparent both RCA-CBS controversy and FCC decision have been rendered academic "for the duration." Nevertheless, the protagonists continue to make news:

(1) RCA and intervenors this week appealed Chicago court's 2-1 decision of Dec. 22 upholding FCC's authority to approve CBS system (Vol. 6:51)—filing necessary papers, immediately approved by court, which now take case to U. S. Supreme Court. Next step is "statement as to jurisdiction" to be printed by court for its members, docketing of case, oral arguments. It looks very much like case will be decided this term—i. e., before June—because court's calendar is rather light. Arguments may come in March or April.

Appellants actually had until Feb. 20 to appeal, so moved faster than expected. They contend that adoption of incompatible color TV system and refusal to adopt compatible system were contrary to public interest and "an unreasonable suppression of competition and beyond the Commission's jurisdiction."

(2) CBS filed suit against DuMont in New York Federal Court Jan. 23, charging patent infringement in manufacture and sale of industrial color TV apparatus, asking injunction and accounting, alleging DuMont hired G. R. Tingley away from CBS labs in 1949 and he "leaked" color secrets. Complaint states CBS offered but DuMont refused non-exclusive license (such as it has with Remington Rand), and alleges DuMont sales of industrial co apparatus diminishes value of Remington Rand license.

DuMont replied its research and development is al well known engineering principles, stated with respect complaint about Tingley: "Nonsense . . . How could it confidential if it's patented . . ." DuMont statement al damages would be inconsequential since there isn't mu activity in color TV anyhow. DuMont color system u 18 mc, CBS 6 mc (Vol. 6:9-10). Suit indicates proba reasons for mysterious recent meeting of Dr. DuMont a CBS president Stanton (Vol. 7:3).

(3) CBS inventor Dr. Peter Goldmark spoke Jan. before American Institute of Electrical Engineers, n day talked to Cleveland Technical Societies Council. told AIEE that CBS system permits manufacture of eit moderate cost or expensive receivers, allows for "wi or narrower color gamut, higher or lower light efficienc CBS engineer John Christensen Jan. 25 addressed en neering alumni of New York City College following co demonstration. Next meeting of New York IRE Feb will feature CBS's A. A. Goldberg on field sequential co Hazeltine's B. D. Loughlin on dot sequential systems.

(4) Lack of interest in color issue was manifest wh relatively few from heavily-attended Chicago NAB-I meeting last week (Vol. 7:3) accepted invitation to atte CBS Wrigley Bldg. demonstration. Apparatus fr Chicago and New York demonstrations, now conclud definitely will be demonstrated in other cities later, acco ing to CBS v.p. Adrian Murphy.

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electronic equipment for finding and tracking targets and shooting guns at them," the Wall Street Journal stated. And New York Times noted:

"Jet-powered aircraft are packed with radar and electronic devices. Indeed, on some of today's war planes, the radar and electronic equipment aboard accounts for half the cost of the entire plane."

Mobilization Notes: President Truman named CBS chairman William S. Paley Jan. 22 as head of Materials Policy Commission to study long-range supply problems in strategic materials (mainly minerals). Five-man board was asked to report in 6-9 months on outlook for requirements and supplies, "consistency and adequacy" of present govt. policies and of private industry practices.

In a letter to Mr. Paley, President Truman wrote: "By wise planning and determined action we can meet our essential needs for military security, civilian welfare and the continued economic growth of the United States." The Commission will be responsible only to the President and reportedly was chosen from persons out of Govt. so as to be divorced from pressures of immediate defense needs. Other members: George Rufus Brown, Houston business man; Eric Hodgins, New Milford, Conn., author and editor; Arthur H. Bunker, New York, partner, Lehman Bros., bankers; Edward S. Mason, Harvard economics professor.

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Use of tin came under strict govt. control Jan. 27 with issuance of 5 distribution orders by NPA. Among restrictions applying to electronics industry: Effective March 1, capacitor foil of dimensions .00035 in. or less may not have more than 50% tin content; foil for all other capacitors is limited to maximum of 15% tin. Solder for use on electric precision instruments is permitted unlimited tin content; solder for toher hand-soldering operations is limited to maximum tin content of 40%; other soldering operations may not employ more than 35% tin (Order M-8 as amended). Govt. certification is required for all non-defense use of tinplate and terneplate (M-24). Earlier tin order (M-8), limiting civilian use to 80% of normal consumption, remains in effect.

Deliveries of molybdenum for all non-defense uses except manufacture of steel were banned temporarily by NPA Jan. 27. Small quantities of the critical metal are used in some electronic tubes. Defense priority and civilian orders for the material by high-speed steel producers were slashed by 50%. NPA Order M-33, issued simultaneously, limits molybdenum inventories to 20-day supply. NPA officials said the actions were "necessary to provide some molybdenum for highly essential production not covered by defense rated orders."

Tungsten, formerly imported from China and Korea, was placed under complete allocation Jan. 22 by NPA (Order M-30). As in case of cobalt (Vol. 6:52), all tungsten purchases will have to be cleared by Govt. after March 1 and its use in manufacture of pigments will be banned. Amount used in electron tube filaments is very small compared with quantities used in high-speed steel (including jet engines), and tube makers feel nickel and copper will continue to be far bigger shortage worry.

Gen. Wm. H. Harrison's first action as Defense Production Administrator (DPA Delegation No. 1) Jan. 24: (1) He authorized DPA, rather than National Security Resources Board, to issue tax amortization certificates permitting accelerated "write-off" of cost of new plant facilities, (2) he empowered DPA to issue certificates authorizing RFC loans for plant expansion, with agencies which previously issued the certificates (Interior, Commerce depts., etc.) continuing to make recommendations concerning loans.

Production of plastic TV cabinets and parts may be hit hard by chemical shortages, president Eli F. Jensen of Molded Plastics Co., Cambridge, O., indicated to Senate Small Business Committee Jan. 23. He said an NPA-arranged voluntary 45% cutback in amount of polystyrene available for plastics industry resulted in possibility of heavy cutbacks and layoffs in Crosley and Admiral refrigerator plants. Dr. Lowell B. Kilgore, of NPA's Chemical Division, said he expected situation to improve toward end of this year. Next day, NPA cut back by 40% civilian use of another chemical used by plastics industry, ethyl cellulose (Order M-32).

Radar-Radio Industries of Chicago Inc., 77 W. Washington St., consulting organization for TV-radio manufacturers active in World War II, has been reactivated to act as clearing house for such industry and area problems as materials allocations and priorities, manpower, selective service, pooling of hard-to-get instruments or supplies, etc. Officers are Leslie F. Muter, president; Paul Galvin, Ray W. Durst, Richard F. Dooley, vice presidents; Robert Alexander, treas.; Leonard Shapiro, attorney, secy.

Harry K. Clark, Carborundum Co. president, was appointed vice chairman of Munitions Board. He will be in charge of production management, including all defense military production programs (which includes electronics), chairman J. D. Small announced. During World War II, Clark was an official of Office of Production Management and War Production Board.

Dr. A. V. Astin, Bureau of Standards Electronics & Ordnance Div. chief, was appointed associate director of NBS. He will be responsible for activities of Divisions of Electronics, Ordnance Development, Missile Development, and the Office of Basic Instrumentation.

Price and wage control field offices of Economic Stabilization Agency are being opened in 13 cities next week, with only skeleton staffs at outset. Regional offices will be in Boston, New York, Philadelphia, Richmond, Atlanta, Cleveland, Chicago, Minneapolis, Kansas City, Dallas, Denver, San Francisco, Seattle.

Electronics, including TV, may alter 500-year-old pattern of book writing, makeup and reading, publishers fear. Ten top social scientists, summoned to New York conference last weekend, were asked by publishers to frame questions for future intensive research on this and other problems involving U. S. reading habits. Publishers conceded that book reading suffers when family first gets TV set—but they want to know whether families return to books when novelty wears off. Also under study will be possibility that magic of electronics will change future nature of books—in format, in presentation of subject matter and "in other ways now undreamed of."

Irate state legislators are stepping into dispute climaxed by National Collegiate Athletic Assn.'s one-year ban on college football telecasts (Vol. 7:2). California's state assembly voted 39-6 to ask Pacific Coast Conference schools to reconsider their new rule against televised sports (Vol. 7:1). Pending in Minnesota and Washington legislatures are measures to require state universities to televise football games. Meanwhile, Indianapolis Motor Speedway turned thumbs down on TV for this year's 500-mile Memorial Day classic.

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Television Digest WITH AM-FM REPORTS

Trade Repo
January 27, 19

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STOP-GAP ORDER FREEZES WAGES-PRICES: It's much too early, as we go to press, to gauge impact on TV-radio industry of Friday night's govt. order of a general freeze on prices and wages -- but these points should be noted pending specific and detailed controls definitely on the way:

(1) There are no rollbacks, since seller can charge up to highest price for any article that was in effect between Dec. 19 and Jan. 25. Since TV-radio's recent cycles of price increases occurred prior to Jan. 25, order simply puts brake on any further hikes unless specifically authorized later.

(2) Wages and salaries are frozen at those prevailing last Thursday, though specific details as to wage controls remain to come from Wage Stabilization Board.

(3) Telecasting, broadcasting and publishing rates are exempt from price freeze, along with certain farm products, professional services (such as legal and engineering), rents, real estate prices, insurance rates, public utility and common carrier rates.

(4) General order is stop-gap, admittedly, designed to halt spiraling cost of living, and it will be followed by specific formulas applicable to individual industries. It also may be followed by other controls such as further Federal Reserve restrictions on installment buying (possibly 40% down, 12 months to pay).

Full text of new order had not been released at press time, but fact that Uncle Sam means business is manifest from penalty provisions of prison up to one year, fines up to $10,000 for violations.

OUTPUT RATE POINTING DOWNWARD: First full production week of 1951, 5 days ending Jan. 12, resulted in output of 167,859 TV receivers (13,839 of them for private brands) by industry as whole -- plus 338,520 radios. It's too early to say this betokens downward trend. Figures compare with first January week's 105,699 TVs, 209,792 radios, way down due to New Years Day hiatus (Vol. 7:3).

Yet the figures could mean the production heyday of latter 1950 is over, output now gradually diminishing to possible 25% curtailment first quarter, more later. Certainly, few expect approximate 200,000-per-week average maintained through last quarter 1950 can be achieved this year.

RTMA estimates are quite eloquent, nevertheless, in that they show exceptionally high rate of radio output continuing. The 338,520 radios counted for week ended Jan. 12 run fairly close to top weeks of record fourth quarter 1950. It's possible, though, that this particular week saw substantial amounts of materials deflected from TV to radio receivers. Week's radios, incidentally, included 220,4[illegible] home, 94,452 auto, 23,590 portable sets.

If 150,000-per-week TV rate is maintained first quarter -- as some think it can be -- that means close to 2,000,000 sets. That many more for all rest of year would bring 1951 total to fully half 1950's approximate 7,500,000 (Vol. 7:2) -- and 4,000,000 sets this year would satisfy the most hopeful, could readily be marketed.

Most TV-radio manufacturers have notified RTMA they are either already conforming or plan to conform to FCC's proposals restricting oscillator radiation (Vol. 6:34-37). Answers were in response to Dec. 14 letter by RTMA president Robert C. Sprague who wrote manufacturers: "My conversations with members of the FCC and the staff have convinced me that unless the industry as a whole conforms to the new standards and further improves upon these standards as rapidly as the art permits, a solution to the problem may be sought through govt. regulatory action, perhaps even by subjecting our entire industry to some form of certification for the products of receiver manufacturers." These words were quoted by FCC Com. Sterling to IRE and Industrial Electronics Organization meeting in Cleveland Jan. 24, in speech devoted almost wholely to industrial-scientific-medical frequencies.

Russians have been telecasting color for nearly [illegible] years in Moscow, *Los Angeles Mirror* reported Jan. [illegible] in copyrighted story. But here's the payoff: Muscovites are still waiting for black-and-white sets!

Brig. Gen. Alfred M. Shearer, in charge of Army Signal Corps supply and formerly chief of procurement & distribution, retires Jan. 31.

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Personal Notes: Harry Stone, onetime mgr. of WSM & WSM-TV, Nashville, new gen. mgr. of KPHO & KPHO-TV, Phoenix, with Wm. Burton, ex-artist mgr., becoming program director . . . Mike Dann, NBC trade editor, shifted to NBC-TV sales dept. to coordinate program package sales . . . Wm. A. Porter elected president of FCC Bar Assn., succeeding Neville Miller. Other officers: Arthur W. Scharfeld, first v.p.; Fred W. Albertson, 2nd v.p.; Russell R. Eagan, secy.; Quayle B. Smith, treas. . . . John M. Wyatt, TV-radio chief of Grey Adv., and Reggie Schuebel, TV-radio chief of Duane Jones Adv., have resigned to form new program agency opening Feb. 1 as Wyatt & Scheubel, 40 E. 51st St., N. Y. . . . Earl Ebi, ex-J. Walter Thompson, named TV-radio director, Warwick & Legler, Hollywood . . . C. Nelson Baker now heading TV-radio, Ruthrauff & Ryan, Baltimore . . . Mike Jablons, special asst. to FCC Comr. Hennock, has resigned, left for trip to Europe, returns March 1 to resume post of v.p.-gen. mgr. of Gainsborough Associates, N. Y. . . . Henry B. Owen, president of KING & KING-TV, Seattle, named head of Seattle Office of Price Stabilization regional office . . . Donald Fink, *Electronics*, new chairman of U. S. preparatory committee on TV (CCIR Study Group 11); Neal McNaughten, NAB, chairman of both U. S. and international groups on broadcasting (Group 10) . . . Roland W. Gillett, v.p. in charge of TV-radio for Young & Rubicam, has resigned and left for combination vacation and business trip to Hollywood.

Defying National Collegiate Athletic Assn.'s one-year ban on live telecasts (Vol. 7:2), U of Pennsylvania has invited TV networks to submit bids for carrying its 1951 home football schedule, Jan. 31 *Variety* reports. *Wall Street Journal* Jan. 31 story blames TV for "sabotaging the box office" at sporting events, cites 20-40% dip in current New York and Boston basketball gates, 57% drop in Chicago Stadium attendance, 25% lag in attendance at Boston Bruins hockey games—in contrast in increase in athletic gates in non-TV areas. Chicago Stadium press agent James Kearns is quoted: "Televising of our own games doesn't hurt us so much, but on Saturday nights we're competing with top video comics like Imogene Coca and Sid Caesar, basketball from New York's Madison Square Garden, and the comforts of the living room." Illinois State Legislature, fourth to get sports TV legislation (Vol. 7:4), is considering bill to ban theatre TV of games of tax-supported institutions unless games are also telecast for general public use.

Danish TV station, serving Copenhagen-Malmo area, is reported in February *Electronics* to be due on air any time now. Magazine says Danish-made sets have been demonstrated, that "components, with the exception of picture tubes, can be made by some 30 plants and assembled by about 20 others, the two groups at present employing 25,000-odd people."

More color speeches: CBS's Peter Goldmark defended his system, attacked manufacturers for not promoting it, in talk Jan. 30 to Cleveland (O.) Technical Societies Council. Hazeltine's A. V. Loughren and C. J. Hirsch will spread their gospel of mixed highs at Feb. 7 meeting of New York IRE in Engineering Societies Bldg., 33 W. 39th.

"Movies for TV" is subject and title of book by *Tele-Tech Magazine* associate editor John H. Battison, who also conducts course on subject at New York U. Author covers particularly difference between film for theatres and for TV. Published by Macmillan Co. (376 pp., $4.25).

William I. Kaufman, NBC casting director, and Robert S. Colodzin, TV director of Manhattan Adv. Agency, are co-authors of *Your Career in Television*, published by Merlin Press ($3.50).

Newspaper sales in TV areas have climbed second year in row, *Editor & Publisher* reported recently after second annual survey (for report on 1949 survey, see Vol. 5:49). Circulation gain by 438 daily and 97 Sunday papers during year ending Sept. 30 was: Dailies, 494,151 (morning, 201,301; evening, 379,582; morning-evening, 86,732 loss); Sunday papers, 534,897. TV area papers included in tally represented 35,000,000 daily circulation out of national total of 52,000,000, and 20,000,000 copies on Sunday out of total of 46,000,000. *Editor & Publisher* estimated 8,000,000 TV receivers in area covered by survey. In 1951 yearbook, *Editor & Publisher* estimates 53,829,072 newspapers sold daily in 1950, increase of 1,000,000 over year preceding. Number of newspapers decreased by 8 to total of 1772, magazine reports.

Comparing TV and film resolution, in January *Proceedings of the IRE*, 20th Century-Fox's H. J. Schlafly says TV's 360 lines of useful vertical resolution are equivalent to 12 lines per millimeter in 35mm sound motion picture film—whereas "in actual practice, film resolution having a limiting value of 30 to 40 lines per mm is not difficult to achieve." But he points out: "Some workers in the field believe that 'other factors affecting picture quality' [contrast ratio, etc.] . . . may eventually be so improved in the TV system that existing standards will permit a TV picture quality closely approximating that of the present-day 35mm motion picture film in spite of wide differences in the limiting value of picture resolution."

TV basketball league of own was formed by KFI-TV with aid of City of Los Angeles after UCLA and USC banded together to ask $80,000 for TV rights to home games of both schools. Teams in new league, to play 20-game schedule primarily for televiewers, have outstanding stars from professional, college and prep school ranks. KFI-TV sales manager Kevin Sweeney said cost of underwriting new basketball league will be peanuts compared to $80,000 asked by the college teams. Union Pacific Railroad, using one spot per game, is first to buy participations.

Competition from TV has hit—of all things—the bus companies, according to Morris Edwards, president of Cincinnati Street Railway Co., who says passenger traffic on city's buses last December was 6% below December 1949. "People work 5 days a week, but on weekends they stay home to watch TV, and most of the drop in passenger traffic occurred on weekends," he said.

David Sarnoff Gold Medal has been established by Society of Motion Picture & Television Engineers as annual award for outstanding contribution to TV engineering, counterpart of Society's Samuel L. Warner Memorial Award in movie and sound engineering.

"Impact of TV on motion picture industry," was given as reason for filing bankruptcy petition by owners of 2 Philadelphia theatres. Counsel told Federal Court Feb. 1 that TV had cut receipts so sharply that operating expenses could not be met.

New TV camera devices: Crane that lifts camera and cameraman up to 9-ft., 6-in., rotates 360 degrees, weighs only 2300 lbs., has been developed by NBC-TV engineer Sidney Sanner, formerly Warner Bros. special-effects man . . . Remote-controlled camera—turnable, tiltable, focusable, etc., from point miles away—has been announced by General Precision Labs, which seems to be coming up with a new TV device every few weeks. Camera has obvious use in dangerous industries such as atomic energy.

An electronic "prompter," brainchild of Fred Barton, member of *Mister Roberts* cast, has been developed at cost of some $50,000 to ease minds of TV actors fearful of forgetting lines. Script is typed in inch-high letters on big spool of paper which unwinds as actors speak.

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Telecasting Notes: TV covers markets with effective buying income of $130,898,000,000, according to NBC market data presentation issued this week in conjunction with its Jan. 1 census of TV sets (Vol. 7:3). Based on 1950 *Sales Management* buying guide, study shows TV covers: (a) 26,482,000 families, or 61.8% of U. S. total of 42,844,000. (b) 90,548,000 persons, or 60.7% of total population. (c) $84,942,000,000 retail sales, or 66.3% of U. S. total. (d) $20,455,000 food sales, or 67.7% of total. (e) $2,413,000,000 drug sales, or 66.4% . . . "Must" reading for your commercial and program depts.: Special section of Jan. 29 *Sponsor Magazine*, devoted to daytime TV, covering basic facts and figures, soap operas, daytime spot and network programming, 14 capsuled result stories . . . Lucky Strike reported cancelling all radio spots (about $1,000,000 worth) due to heavy budgeting for TV, now some $6,000,000 annually . . . Chicago White Sox and Cubs have both agreed to telecasts of 1951 games, with WGN-TV getting 58 daytime home games of former, WGN-TV & WBKB splitting Cubs schedule; sponsors will be announced soon . . . New York's WPIX signs for all Giants' home games, to be sponsored by Chesterfield . . . Detroit's WJBK-TV is latest to report educational tieup (Vol. 7:2), on Feb. 4 starts seminar called *University of Detroit Round Table* . . . Show that started 10:30 p.m. Saturday, signed off 6 a.m. Sunday, Jan. 27, got lots of DX reaction for KPRC-TV, Houston, resulted in $20,155 collected for March of Dimes . . . Purchase of several Hollywood theaters reported under consideration for expanding NBC-TV—would permit more kine-recording, too . . . Indianapolis' WFBM-TV moves into new Radio-TV Centre Bldg. about March 10, housing 40x60 ft. and 30x40 ft. studios 2 stories high . . . WHBF-TV, Rock Island, Feb. 15 raises one-min. announcement rate from $35 to $50 . . . Local high school and other *Bands in the Making* provide good Sun. 2:30 p.m. program by that title on KFI-TV, Los Angeles . . . Blair TV Inc. has opened Jacksonville office, managed by Harry E. Cummings, and has named v.p. Lindsey Spight to head San Francisco operations, now entirely separated from radio.

Long-germinating FM "inquiry" by FCC, covering special uses of stations for Muzak-like programs, transitcasting, etc., broke into open this week when Commission sent letters to several stations, asking them to tell why "functional music" operations are legal and/or in public interest—leaving strong implication FCC doesn't think they are. Stations queried: WLRD, Miami Beach; WFMF, Chicago; KDFC, San Francisco; WACE-FM, Chicopee, Mass. Similar action is expected soon in transitcasting, storecasting.

Analysis of uhf receiver performance, by FCC lab chief E. W. Chapin, was last subject in general-issues phase of FCC allocations hearing ended Jan. 31. Study was based on 5 experimental units sent FCC by manufacturers. His conclusions: "Considerable progress has been made . . . particularly in the direction of adequate sensitivity. However, at this time it is most apparent that there is considerable difficulty with oscillator radiations and spurious responses."

Total of 41,902,700 radio families in U. S., or 95% of grand total of 44,108,100 families, is estimated by NAB—based on *Sales Management* figures. This is 1,201,000 more than Jan. 1, 1950. Total TV sets-in-use, as of Jan. 1, 1951, estimated by NBC Research, was 10,549,500 in 63 TV areas embracing 26,482,100 families (for area breakdowns, see Vol. 7:3).

Sylvania pleaded "nolo contendere" in Federal district court, Harrisburg, Jan. 30, and was fined $2500 for operating TV station in Emporium, Pa., without FCC permission (Vol. 6:42-43).

End of educational TV hearing this week found CBS president Frank Stanton insisting, under cross-examination, that educators make their justification for channels on a community-by-community basis. Flatly opposed to blanket nation-wide reservation for schools, Stanton thought FCC might want to hold a channel in a specific city while educational applicant took year or so to acquire funds, but that's as far as he'd go towards reservation. Meanwhile, Sen. John Bricker (R-O.) introduced resolution Feb. 1 (S. J. Res. 28) directing FCC to "make a full and complete study" of subject and to "give consideration to the allocation of at least one frequency within each State or suitable geographic region" for educational TV. And Rep. James Dolliver (R-Iowa) introduced H. J. Res. 148 for same purpose. Comr. Hennock plugged away for reserved channels in Feb. 1 speech before Women's National Democratic Club in Washington, while educators' counsel Telford Taylor argued for support of educational stations with tax money and private endowment in Jan. 28 *New York Times Magazine* article. On other side, *Times* Jack Gould took educators to task for "loading" their analysis of commercial programs (Vol. 7:4).

Appeal from FCC's color decision, filed by RCA and intervenors last week (Vol. 7:4), will be answered by FCC Feb. 5 when it files motion asking Supreme Court to affirm lower court's decision in its favor (Vol. 6:51). Appellants then have 20 days in which to respond to Commission's latest motion. Since Supreme Court is in recess until Feb. 26, its action (either granting RCA, et al, oral argument or agreeing with FCC) isn't expected until March 5 at earliest. If oral argument is granted, date for hearing will be determined by condition of Court's calendar. If Commission wins, lower court's restraining order (forbidding commercial operation of CBS system until April 1) is voided immediately.

Color demonstrations: CBS and Remington-Rand collaborated in effort to "sell" system to military during showings this week in Washington's Carlton Hotel. Atlanta, Ga., public saw CBS color in Municipal Auditorium showings this week, preliminary to surgical demonstrations sponsored by Smith, Kline & French for Atlanta Graduate Medical Assembly over weekend. WSB-TV Rich's Dept. Store and Board of Education assisted in public showings.

Revocation of 3-year-old experimental TV station KG2XBI, Lancaster, Pa., was ordered by FCC this week on grounds operation by group of RCA tube plant engineers, known as Conestoga Television Assn., didn't comply with rules. Station, put into operation in 1948, picked up Philadelphia TV programs, rebroadcast them via uhf.

Fourth week of Phonevision tests in Chicago saw 50 orders for 21 screenings from the 300 "test homes," according to Zenith analysis reported in Jan. 31 *Variety*. This compares with 561 orders third week, 569 orders second week (Vol. 7:4). Saturday & Sundays still remain top "boxoffice" days—with 195 fourth week, 206 third week.

New and Better TV Map

New Television Map of the United States, revised to Jan. 15, 1951, and considerably improved, has been published by *Television Digest*, and one copy was inserted with our Jan. 15 *TV Factbook No. 12*. It makes an excellent wall-map, or can be used as a working outline. It's 22x26 in., in color, shows locations of and lists all operating TV stations with present and projected network routes. Because of demand for extra copies, we have had more published and they're available at $1 each. Quantity prices on request.

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HORITATIVE NEWS SERVICE
THE
AL BROADCASTING
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WITH AM FM REPORTS

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February 10, 1951

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WHAT 25% EXCISE TAX WILL MEAN TO TV: Immediate spurt in set sales, upsurge in TV audience telescoped into early months of 1951 -- then a "feast to famine" letdown.

That seems to be industry's prospect, as result of Treasury Dept.'s Feb. 5 proposal to hike manufacturers' excise tax from present 10% up to 25%, not only on TVs and radios but on phonographs, records, refrigerators, other appliances.

Inventories are available for heavy buying wave (see Trade Report, p. 8), but nobody is happy about this roller-coaster way of doing business. But, then, a sales slowdown is foreseen anyhow later in the year when war orders are expected to circumscribe all civilian production.

Treasury's plan has already started rush to buy, as same news did for several months before 10% excise went into effect last Nov. 1. Everybody agrees that after tax becomes effective, probably in mid-summer, sales will drop -- but hard.

Administration's tax program would also impose 20% excise on autos, $12 per gallon on liquor, 10¢ per pack on cigarettes, 3¢ per gallon on gasoline; would jump corporation rates from 47% to 55%; would lift current 62% ceiling on combined corporation and excess profits tax up to 70%; would levy higher personal income taxes.

It's not a fait accompli, of course, and some opposition may arise -- but President Truman has evinced his determination to raise the needed revenues by every possible means -- and the Treasury estimates foregoing categories alone will bring in about $10 billion ($3 billion from the new excises).

Building up among business men, and some Congressmen, is sentiment for general sales tax, supported by NAM. Latest in favor is National Assn. of Music Merchants, which resolved at board meeting in Washington this week to recommend "national retail sales tax" instead of higher excises -- on grounds sales tax is one public knows about whereas an excise tax is "hidden". NAMM embraces many retailers heavily in TV-radio business.

Another proposal, submitted to House Ways & Means Committee Feb. 9, asks for 5% manufacturer's excise on all products except foods -- made by Thomas N. Tarleau, Commerce & Industry Assn. of New York. Committee resumes tax hearings Feb. 14, hears more govt. and industry spokesmen.

* * * *

Impact of such a heavy excise tax would be serious, indeed. Whereas recent 10% factory excise meant about 6% price increase at retail, proposed 25% levy would mean at least 15% at retail. Thus a $300 TV, on which tax of about $18 is now paid, would cost customer $45 or more.

Retailers have various ways of hiding this tax, either absorbing it in list or combining it with installation-warranty -- but any way they do it, the customer must pay, and this is only one facet of recent wave of price increases.

Most affected industries reacted sharply to the news, TV-radio arguing:

(1) Tax becomes self-defeating, if object is revenue, since higher costs discourage buying, thus lessen income to Govt.

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Telecasting Notes: Crosley stations WLWT Cincinnati, WLWC Columbus, WLWD Dayton conducting 2-week promotional campaign to Feb. 18, at cost of $90,000, to sell 100,000 to 150,000 TV sets before possible defense-induced production shutdown or curtailment. Idea is not only to help dealers unload some 70,000 sets in warehouses but also to build up audience. Free TV shows are being staged in each city, with distributors-dealers handing out tickets and holding displays in local auditoriums . . . Early-morning viewers of Los Angeles KTLA & KTTV saw flash of fifth atomic explosion from Nevada Feb. 6, shot by cameras atop 5710-ft. Mt. Wilson—the glare visible from 300-mi. away despite local mist . . . ABC's KECA-TV, Los Angeles, Feb. 3 added 2 hours daily to its program schedule, 11 a.m. to 1 p.m. . . . U of Utah extension div. has arranged with KSL-TV, Salt Lake City, to telecast *The World U Live In*, credit course, every Thu. at 8:30 p.m. . . . Philco is relinquishing its *Philco Playhouse* time to United States Shoe Corp. (Red Cross shoes) on NBC-TV for *An Evening with Richard Rogers*, Sun., March 4, 9-10 p.m., during program will donate 25 large-screen TV sets to 18 Army hospitals designated by Secretary of the Army . . . DuMont has signed affiliation contract with Union Radio, Havana . . . Canadian Assn. of Broadcasters meets in Quebec, Feb. 26-March 1 . . . "No pictures" is theme of promotion by AM station WSTC, Stamford, Conn., which offers "wonderful words and music" instead . . . Kagran Corp., which bought merchandising rights to *Howdy Doody* (Vol. 7:1), has obtained similar rights to Gene Autry and Willie the Penguin merchandise . . . Because of alleged lottery implications, WICU, Erie, and WBEN-TV, Buffalo, have discontinued taking Admiral-Old Gold *Stop the Music* show from ABC-TV, Thu. 8-9 . . . Six Milwaukee colleges and universities have joined to present *Education on Parade* on WTMJ-TV, Sat. 1:30-2, each taking turn in covering different college subject . . . Exclusive theatre-TV showing of basketball game between Siena College and Georgetown U in Washington has been arranged for Fabian's Palace Theatre, Albany, Feb. 20. Game will be picked up by WNBW cameramen, relayed 350 mi. via AT&T facilities.

New Feb. 15 rate raises: WNBT, New York, base hourly rate up from $2500 to $3250, one-minute rate from $500 to $675; WNBQ, Chicago, from $1000 to $1300 & $200 to $260; WNBK, Cleveland, $525 to $750 & $120 to $150 . . . WNAC-TV, Boston, Feb. 1 raised base hourly rate from $750 to $1000, 1-min. from $150 to $200 . . . WENR-TV, Chicago, March 1 goes from $1000 to $1300 & $200 to $250.

Three applications for new TV stations filed with FCC this week: KSCJ, owned by *Sioux City* (Ia.) *Journal-Tribune*, applied for Channel 5, first applicant from that city. WMSC, Columbia, S. C., applied for Channel 10, second from city, other by WIS being for No. 7. WROV, Roanoke, Va., applied for Channel 5, first from city. [For further details about these applicants, see *TV Addenda 12-E* herewith.] John L. Booth, owner of WJLB, Detroit, in letter to Commission, signified intention of applying for Detroit at end of freeze, but urged against intermixture of vhf-uhf in same city; he's already applicant for TV in Saginaw and Flint (see *TV Factbook No. 12.*)

San Diego's KFMB & KFMB-TV are being sold by Jack Gross to John A. Kennedy interests (Vol. 6:46) for total of $925,879 plus other considerations, according to transfer application filed with FCC this week. On FCC approval of deal, Kennedy would pay $200,000, week later $350,000, within 18 months of closing date $50,000, 6 months thereafter $50,000—plus quarterly payments of $25,000, plus interest, until paid in full.

Columnist Drew Pearson started new chain of rumor and conjecture regarding FCC Chairman Wayne Coy, now on vacation until March 6, when he predicted Coy's shift to an as-yet-unplanned job of "coordinator of defense communications." Gossip was compounded into rumor of appointment of Comr. Frieda Hennock as chairman. But careful check, including White House sources, indicate no such appointments either broached or being considered. Miss Hennock laughs off rumor by saying it's idle to think chairmanship would ever go to a woman. Pearson report porbably was deduction from stories that President's special Communications Policy Board, under chairmanship of ex-FCC Comr. Irvin Stewart, now president of U of Virginia, will recommend permanent board above FCC sitting on high policy respecting nation's wire and wireless facilities (Vol. 7:2). Stewart group's report is scheduled to be submitted Feb. 17.

Senate passed McFarland bill (S. 658) Feb. 5, but House apparently isn't in any hurry to move it. Despite Sen. McFarland's statement that FCC Chairman Coy is anxious to have bill passed, Rep. Crosser (D-O.), chairman of House Interstate & Foreign Commerce Committee, says he understands Commission still has plenty of objections to it. He also says he can't visualize bill going through House without hearing "since we have a lot of new members on our committee who would want to learn all about it." As passed by Senate, bill has 4 minor amendments offered by Sen. Francis Case (R-S. D.), who also gave this warning: "A body of law seems to have been growing up with reference to specific programs, rather than the overall program content of a given station. If this practice should continue . . . the Commission will have specifically approved or disapproved various specific types of programs notwithstanding the provision of the act, that 'No regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication.' "

FCC's color decision is a "classic case for judicial nonintervention," Commission (plus Justice Dept. and CBS) told Supreme Court Feb. 5 when it asked court to affirm lower court's decision in FCC favor (Vol. 6:51). "It is elementary that in such circumstances, the Court will not substitute its judgment for that of an administrative agency," Commission said. To RCA's contention FCC failed to reopen hearing for its post-hearing progress report and Condon Report, FCC answered: "This may well have been because neither report contained anything which would have warranted such action." RCA and intervenors have 20 days to respond to this. Supreme Court action isn't expected before March 5.

Hearing on electromagnetic radiation bill (Vol. 7:2,4) was set for Feb. 21 by Senate Interstate & Foreign Commerce Committee. Asking to appear, so far, are FCC, Air Force, NAB, RTMA, a few stations. Stations are fearful of too much military control, though they've received assurances from FCC Chairman Coy and Air Force communications chief Maj. Gen. F. L. Ankenbrandt.

Three more illegal TV stations, with miniscule powers (10 watts or so), have been found and closed down by FCC —none of them stature of Sylvania, which was fined $250 for operating unlicensed outlet in Emporium, Pa. (Vol. 7:5). One was in Williamsport, Pa., other 2 in Texas towns undisclosed, but said to be within rebroadcast range of commercial stations.

First annual volume of best scripts written especially for TV—*Best TV Plays of the Year*, edited by NBC-TV casting director Wm. I. Kaufman—will be published Feb. 15. Book also includes articles on acting and production by experts in the field.

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the magnets, cutting them by as much as two-thirds. This is principally because: (a) electromagnetic speaker requires circuit redesign, and (b) many speaker makers don't get copper, and some of them lack coil-winding equipment (Vol. 6:52).

But Philco says that, because it has eliminated power transformer, it can easily borrow the half-pound of copper required for speaker field and still realize vast copper saving -- at the same time emancipating itself from the cobalt blues.

Philco originally intended to use permanent magnet speaker in its new set, changed its mind as recently as a month ago. This is borne out by fact that early in January president Balderston told Chicago distributors convention new receiver would use 85% less cobalt than present models.

In view of ever-tightening cobalt restrictions (Vol. 6:52, 7:5), it's probable industry will reluctantly switch to electromagnetic speakers. A National Production Authority official told us it's a wise idea to end all dependence on cobalt because -- as he put it -- "cobalt is out of the picture."

* * * *

Highlights of material savings in new Philco chassis:

Aluminum, 0.563 lb. saved per receiver: Picture tube frame assembly straps replaced with fabric; amount of aluminum foil in electrolytic capacitors reduced by use of low-voltage power supply; one electrolytic eliminated by use of new CR tube.

Copper, 1.236 lb. saved: Power transformer removed, replaced with smaller filament transformer; wire in audio output transformer decreased "with special compensation to maintain sound quality;" width and linearity coils removed through use of new deflection circuit; horizontal output transformer coil reduced; ribbon-type ground and mounting straps replaced with wire.

Cadmium: "Non-strategic materials" used for plating wherever possible.

Ferrite, 0.529 lb.: Horizontal output transformer core reduced; deflection yoke core replaced with "non-critical" flake iron; width and linearity control cores removed -- new set using resistor type width control, no linearity control.

Silicon steel, 7.399 lbs.: Power transformer core reduced through use of voltage doubler power supply; output transformer core reduced.

Thus, on basis of 1950 production of 7,463,800 TVs (Vol. 7:6), if this type of conservation program had been used by the entire industry last year, these approximate savings would have been realized: copper, 4600 tons; silicon steel, 27,600 tons; cobalt, 440 tons; nickel, 224 tons; ferrite (20% nickel oxide), 2950 tons; aluminum, 2100 tons.

New-model phonograph, also announced by Philco, will result in these savings of scarce metals: Aluminum, 100% or 100,000 lbs. per 200,000 record changers; brass, 100% or 74,400 lbs. per 200,000 units; phosphor bronze, 100% or 600 lbs.; stainless steel, 50% or 9700 lbs.; zinc, 83.5% or 200,000 lbs.

COLOR SIMMERS IN COURTS & LABS: Color issue is quiescent -- except for little geysers of speeches and publicity which seem to have negligible impact on trade or public.

But it would be wise to gear for another big eruption sooner or later -- because there seems to be a veritable obsession, among a very powerful FCC clique, to sell across the field-sequential system (CBS).

This despite war, the daily-more-obvious superiority of dot-sequential system (RCA, et al), and the total rejection of Commission decision by very nearly the entire electronics industry.

Much depends on Supreme Court and timing of its action. Aside from fact that every black-and-white set built is another hurdle for any incompatible system, here time gives chance for industry to wrap up compatible system into a package so impressive that FCC must inevitably institute new color hearings.

There's talk, even now, that Comr. Jones, probably Hyde, are willing to consider "dual standards" being plugged by RCA, despite Chairman Coy's flat rejection of it (Vol. 7:3). Jones, you'll remember, was ardent multiple standards advocate early in hearing, when he thought that was only way CBS might be shoe-horned in.

But if Supreme Court rules in FCC favor, by March 5 or 12, you can expect

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Commission to cut loose with every promotional means it commands. CBS will feel obliged to plump with all its might. And some manufacturers or advertisers, envisaging a fast buck or some publicity, may stir up some fuss -- though all the big set makers, now more concerned than ever with materials shortages and defense demands, are more adamant than ever against any incompatible system.

* * * *

Supreme Court's action and timing, as it affects implementation of FCC decision, is by no means predictable. Govt. lawyers are betting even money on whether it will simply affirm lower court or grant RCA & intervenors oral argument.

If argument is granted (only ½ to 1 hour per side, normally), it would probably be heard in latter April, with final decision near end of Court session -- late May or early June. Also, there's no way of knowing whether Court will lift ban on commercialization of CBS color (imposed by lower court until April 1) if case is still pending after that date.

Further, certain obviously partial govt. lawyers say decision of 3-judge court (Vol. 6:51) is so bad that Supreme Court may want to issue "spanking," remanding case back to lower court and saying, in effect: "What do you mean by sloughing this case off on us? It's your job to give a final decision." If that happens, final action may be shoved into nebulous future -- perhaps far into fall or winter.

What worries CBS proponents is not ultimate Court decision but delay. They have little doubt Court will affirm FCC's legal authority to make such decisions -- be they good or bad -- as did the Chicago court.

Midst of all these legalities, RCA and/or others may request and possibly get new hearing on recently-demonstrated improvements (Vol. 6:49-50) and still others as yet unrevealed. This would throw all time-element guessing out of whack.

Speculation about investigation by Senate Small Business Committee (Vol. 7:3) is dismissed by Chairman Sparkman (D-Ala.) who says: "We don't plan any intensive study -- hearings and the like -- but I have directed the staff to watch it. We don't have sufficient staff to go into it and we have lots of more pressing matters to cover."

* * * *

In addition to RCA, at least Hazeltine, Philco, DuMont and GE are doing intensive work on dot-sequential systems. We understand that Philco, particularly, has something hot and secret up its technical sleeve -- possibly new tri-color receiving or camera tube. NTSC's Ad Hoc color committee (Vol. 7:1) expects to complete "synthesis" of best in color systems by spring.

Finest "educational job" on color today is being accomplished by Hazeltine -- notably by its respected research v.p. Arthur V. Loughren. In a series of addresses to technical groups around country, he's talking kind of language FCC cannot ignore and still claim devotion to public interest. And it's the kind of language that Congressional committees generally don't ignore.

Loughren doesn't even mention compatibility, or use the terms "mechanical," or "small screen," etc. He sees no need for discoursing on those factors, though he doesn't minimize their importance. His theme:

Best color system, putting most information in narrowest possible band, making most efficient use of limited natural resource -- the radio spectrum -- is one that employs mixed highs, dot-interlace (or related method), constant-luminance plus certain other techniques.

Apparatus difficulties, such as RCA's early 3-tube receivers, can't be ignored, Loughren readily admits. But he insists that apparatus problems always drop away -- as indeed they have -- if system is basically sound. "System capabilities, not apparatus, should provide the ceiling on performance," he maintains. He chides FCC, but not too roughly, for not looking beyond apparatus to the system, admits its job wasn't envious.

Loughren's latest talk, before Washington IRE Feb. 12, was heard by some 300-400 keenly interested technicians, including FCC's Comr. Sterling, chief TV engineer Cyril Braum, asst. lab chief Willmar Roberts.

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Course in color, for licensees, starts March 5 at Hazeltine. About 60 licensees have already signed up for 2-week, 20-session series.

Industry has good reason to regret Hazeltine didn't appear during color hearing. But if and when FCC goes into hearings again, it would seem to be better part of strategy to have Loughren on tap.

Pure science isn't Hazeltine's only motive in its efforts -- and no one pretends that it is -- since company has claim to important patents involved. It is cross-licensed, though competitive, with RCA, et al -- and, presumably, that will "taint" Hazeltine in some Commission eyes.

* * * *

Meanwhile, CBS is still trying -- in speeches and well-publicized demonstrations. President Frank Stanton this week told San Francisco Electric Club that movies are shifting heavily to color, that "costs in TV will be so tremendous in the future that advertisers may not be as attracted to TV without color." CBS also showed color this week to Lehigh Valley IRE section in Reading, Pa.

CBS's suit against DuMont, alleging patent infringement in industrial color equipment (Vol. 7:4), was answered by DuMont. Latter refuted everything, said all CBS wants to do is to gain publicity, injure DuMont, discredit ex-CBS engineer G. R. Tingley, now with DuMont.

Another tri-color tube popped into news this week, when Dr. Irving Rehman, U of Southern California X-ray expert and anatomist, was reported by AP as having developed one with cooperation of Singer TV Mfg. Co., Los Angeles. Firm, so far as we know, doesn't make TV receivers. Dispatch says tube has color phosphor disc rotating inside tube, that picture is projected, that it's best for CBS system but can also be adapted for RCA's.

MORE MOVIEGOING DESPITE TV THREAT: TV gets much of the blame for declining movie attendance -- but gloom among moviemen is giving way to new feeling of optimism already reflected in upsurge in film company shares on the exchanges.

That's because boxoffice, in recent weeks, has begun to creep up from disturbing lows of last few years.

Not only that: Moviemen see TV held down for quite some time -- due to receiver production cutbacks forced by defense mobilization, FCC freeze keeping new stations off air for several more years at least (Vol. 7:5), continuance of color imbroglio, possible snafus over vhf-uhf allocations, etc. All these in addition to claim that "novelty of TV is wearing off."

The TV spectre has been halted -- or is about to be -- in its meteoric stride. At least, so they say -- though without yet producing supporting statistics.

Recent attendance figures betoken possibility that lush boxoffices of World War II days may be on way back. Trend certainly is similar: war economy, inflation, growing military camps, all conducing to more spending for entertainment.

But 1950 boxoffice was down quite a bit. Audience Research Inc. (Gallup) estimates year's average weekly attendance was 57,000,000, compared to 62,000,000 in 1949 and 80,500,000 in peak 1946.

Wall Street Journal's recent 10-city survey noted these 1950 declines from 1949: New York 15%, Chicago 25%, Philadelphia 33 1/3%, Cleveland 25-40%, Detroit 34-40%, Southwest 10-15%. Disgruntled exhibitor was quoted as placing blame thus: "There are too many TV sets in people's living rooms."

Most commonly heard reasons for improvement, says Journal: "A few more top-notch pictures, TV's novelty wearing off, more people with jobs, bigger paychecks." In addition, some exhibitors believe stiffer credit regulations, cutting installment buying, are shunting money to entertainment. And many individual theatres are benefiting from shutdowns of marginal houses -- an estimated 600 closing down last year.

* * * *

Upsurge is lending zest to promotional campaigns in which movie industry is really beating the bushes. For example, quite aside from using more TV-radio advertising to plug individual pictures (see Station Accounts):

 V7 #9

Telecasting Notes: Havana's third TV station, we learned during visit there last week, will be one backed by U. S. broadcaster-telecaster George B. Storer, and it's promised on air "by end of May." Caribbean Television Co., Storer-financed but headed by Jose Luis Meneses, president of Banco Agricola de Cuba, originally was to get Channel 2, but that went to Telenews Co. (Manuel Alonso), now planning December start. Storer station gets Channel 7 or 11; RCA equipped, it's being built by M. D. Autran, builder of Radio Havana Cuba's 25 kw CMCY . . . Two TV outlets presently operating in Havana, Union Radio's CMUR-TV on Channel 4 and Goar Mestre's CMQ-TV on Channel 6, plan networks via repeaters covering Cuba, while CMKW, Santiago, plans Channel 7 outlet—all depending on financing and availability of equipment . . . Carrying network commercials only, no local or spot (Vol. 6:7), Iowa State College's WOI-TV, Ames (Des Moines) will show income of $75-80,000 for first year of operation ending Feb. 21, according to president Charles E. Friley in *Des Moines Tribune* interview. It cost $175,000 to put station on air, and it's staffed mainly by engineering students . . . Johnstown's WJAC-TV claims some kind of record in fact that 68,125 TVs in service area as of Feb. 1 represents tripling of 22,000 count as of July 1, 1950, when it joined networks . . . Schaeffer Brewing Co. signs 7-year contract for TV-radio rights to Brooklyn Dodgers games, club reported to be getting $3,000,000 for first 5 years, with WOR-TV negotiating to carry them from Ebbets Field . . . WPIX reports programs and spot adjacencies preceding and following Ballantine-sponsored Yankees and Chesterfield-sponsored Giants home games will represent $250,000 in added revenues . . . Detroit's WWJ-TV is expanding its "telecourses" to elementary school level, aiming special Wed. 11-11:30 programs to receivers in classrooms. Station reports 1415 registrations received so far for its Sun. 1-2 college courses originated by U of Michigan (Vol. 7:2) . . . NBC-TV March 5 starts showcasing Detroit poet Edgar Guest in *A Guest in Your Home*, Mon.-thru-Fri. 3:15-3:30; ABC-TV March 6 starts offering *Ozmoe*, puppets worked by gears rather than strings, Tue. & Thu. 5-5:15 . . . WJBK-TV, Detroit, March 1 raises base rate from $1000 to $1100, 1-min. announcements from $190 to $200.

Four applications for TV stations filed this week brought total pending to 385: Eugene P. O'Fallon's KFEL, Denver (MBS), seeking Channel 2, eighth from that city, third seeking that channel; Charleston (S. C.) Post-News & Courier's WTMA (NBC), Channel 2; WUSN, Charleston, S. C. (MBS), Channel 7; South Texas Television Co., Houston, Channel 4, fifth application for city, second for Channel 4. [For further details about these applications, principals, etc., see *TV Addenda 12-H* herewith; for listings of all applicants to date, see *TV Factbook No. 12* with Addenda to date.]

Oscillator radiation of TV and FM receivers, and question of FCC's power to control them (Vol. 7:4), may be implications of court test of Commission's authority to regulate industrial electronic equipment—first such test. Yonkers (N. Y.) Cabinet Co., maker of TV cabinets, was interfering with Coast Guard aeronautical frequency of 7530 kc through use of dielectric heater, failed to suppress radiation when ordered to by FCC. After March 2 oral argument in New York Federal district court, Judge Samuel Kaufman told FCC and cabinet company engineers to work on offending radiator, report to him March 7. Judge said he thought company was acting in good faith.

NBC planning big promotion, starting July 1 and running through rest of year, to commemorate its 25th anniversary, will also make gala occasion of its own fifth annual convention Nov. 28-Dec. 1 in Boca Raton, Fla.

"Judicial review" of FCC color decision is still la despite decision by 3-judge Chicago court (Vol. That's a principal argument of latest briefs filed wit preme Court by RCA and Emerson this week. Says (John T. Cahill, chief counsel): "For all practical poses, appellants have not been given their day in c Said Emerson (Judge Simon Rifkind, counsel): "Re to unravel the last faded remnant of its authority, th trict Court completed its own abdication and its c frustration of the statutory scheme by shifting to preme Court] the District Court's primary and pres responsibility for the judicial review of administr action." Another major argument is that Supreme C has never ruled on whether FCC has "authority to out color signals which do not interfere with the sign other broadcasters, which can be received on all ex sets, and which do not hurt anyone." Supreme Cou tion isn't expected before March 12, possibly April 2 (has 2-week recess between). If oral argument is could come week of April 23.

Ban on college football telecasts came under scrutiny this weekend as National Collegiate Ath Assn.'s TV Committee looked into possibility of trolled video projects." Network representatives, in to committee's Chicago meeting, are believed to have posed system of televising games outside of area they are played. Meanwhile, Nebraska and Texas le tures joined list of those considering resolutions to televising of games played by state institutions. N enlarged its Sports Committee, named as chairman Elliott, RCA, who was Georgia Tech All-American in '20s. Other members: A. A. Brandt, GE; L. F. Cr DuMont; H. L. Hoffman, Hoffman Radio; John F. Gi Philco; L. C. Truesdell, Zenith; W. H. Kelley, Mot And TV manufacturer John Meck sent NCAA his pla solving problem: College alumni and friends in TV would be asked to pay college $10 each year for rights" to their schools' games and to buy complimen ticket to each game for youngsters, disabled vets, etc

Precarious position of telecasters, if Congress ceiling limitation on taxes, was stated before House & Means Committee Feb. 28 by TV tax committee's A. Kennedy (WSAZ-TV, Huntington). He objecte Treasury proposal to raise ceiling on what Govt collect through both corporation and excess profits from present 62% of corporation's earnings to 70%. thesis: All telecasters had red-ink balances during 1946-49 period, therefore they would have to pay limit of 70%. That would be crippling to many still owe substantial sums for equipment, constru etc. Kennedy revealed 16-month-old WSAZ-TV lost 222 for first 12½ months of operation.

GE outlined uhf test program in application filed FCC this week, asking permission to operate within 890 mc at Syracuse. Company proposes to feed transmitter into new type of 4-bay helical traveling antenna with estimated gain of 20, giving 100 kw Program will cover tests of transmitters, antennas, gation, receivers. General supervisor of program J. E. Keister, with H. B. Fancher heading up transmi A. D. Haedecke receivers, A. E. Smoll receiving ante

Musicians meet in New York and Los Angeles week to vote on networks' counter-proposals on pay subject of negotiations last 5 weeks (Vol. 7:5-8). Net offered 3-year contract with (a) 10% raise in staff ries, (b) parity for TV and radio, (c) kinescope rangements continuing, subject to individual agree with Petrillo. Question of films for TV probably left for future (Vol. 7:8).

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when it expands to a national service. Movie industry's income is down now, he said, because of (a) drop of 50-60% in returns from foreign shows, and (b) drop of 30% in domestic attendance.

COLOR CASE PUZZLES SUPREME COURT: Supreme Court granted more delay to compatible color proponents this week -- by withholding start of commercial CBS color until final decision -- while CBS advocates labored desperately to stave off still more delay. During March 26-27 oral argument, it was obvious that greatest fear of U.S. Solicitor General Philip Perlman and CBS's Samuel Rosenman was that Court might send case back to lower court or to FCC for more thorough review or reconsideration.

If anyone predicts Court's decision with accuracy, it's sheer luck, since justices' questions had both sides alternating between exhilaration and dejection.

Whatever the outcome, students will certainly find case an extraordinary case -- in Court's obvious bewilderment about what it's required to do or can do; in lower court's "decision without a decision," (Vol. 6:46); in speed with which it reached highest Court; in time allowed for argument (5 hours); in maze of technical jargon; in spate of cross-allegations regarding motives.

Most perplexing to justices was element of haste -- being told that the "when" of their decision is as important as the "what". And, permeating whole fracas, was the unspoken fact of Korean war's impact on industry -- the simple fact that "color now" is academic regardless how the bitter litigation turns out.

Decision may come any Monday from now on. Court term ends in June, and new term starts Oct. 8. Traditionally, Court gets out decision during term in which case is heard, but we could elicit no prediction from CBS's Rosenman, Emerson's Rifkind or RCA's Cahill.

* * * *

Some strong minority opinions are expected, since each justice, like the fabled blind men, seemed to perceive a different part of the color "elephant".

Justice Frankfurter seemed to smell "monopoly like the BBC" in FCC's practice of setting up single standard, feared practice tends to negate "the history of science in achieving the impossible." In other comments, he seemed to sustain Commission's powers of discretion.

Justice Black was also concerned whether FCC had right to fix single standard and whether Commission wasn't foreclosing scientific advancement.

Justice Jackson, silent during most of argument, finally asked Rosenman:

"What is this court supposed to decide? We're not technically qualified, of course. If we're not supposed to decide which system is best, what's left for us to decide?"

Case should never have reached courts, replied Rosenman.

The "happy solution" -- a universal receiver which would get both CBS and RCA color -- was diligently probed by several justices inquiring into possibility of multiple standards. Rosenman said such receiver isn't possible, while Cahill reported that RCA had introduced diagram of such set during hearing.

Justices Vinson and Clark seemed to lean towards CBS at times. Former asked Cahill: "Doesn't FCC have the responsibility of seeing good color goes on the air?" Latter appeared impressed with CBS's argument of convertibility of existing sets, unexcited about compatibility argument, told Cahill:

"I want color. That's the objective, isn't it? How much will your color sets cost?" Cahill had some trouble, since RCA's major answers to convertibility and price have come since color decision. CBS was also bursting with desire to tell about post-hearing developments -- such as 17-in. drum (Vol. 6:52).

Lower court's decision obviously irritated several justices, notably Jackson. He considered lower court quite remiss in passing the buck and frankly admitting it. Other justices pointed to recent Universal Camera and Pittsburgh Steamship cases, in which they had held lower courts must really dig into facts.

Arguments of both sides were much same as in Chicago court (Vol. 6:46). RCA stressed compatibility and quality of its system, contrasted it with incompatibility

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and performance limitations of CBS's, contended FCC arbitrarily closed its eyes to RCA progress -- in face of almost unanimous expert opinion.

Emerson said it had reputation to uphold, feared reactions of 700,000 Emerson set-owners when their sets blacked out at CBS-type colorcasts, argued FCC was attempting to regulate set manufacture through "bracket standards" device, and that Comr. Jones had an "obsession for color now" regardless of consequences.

CBS reiterated that its system is good, ready, simple, cheap, that FCC conducted fair and exhaustive study before arriving at decision. It contended that FCC was justified in ignoring RCA's post-hearing claims, because latter had presented FCC with nothing but "a series of broken promises." Furthermore, Judge Rosenman said, Commission has "left the door open" to RCA or anyone else who can come up with a decent system. "If our system isn't adopted," he warned, "you will have no color." At which Justice Frankfurter snapped: "And so what?"

IBEW's main pitch, through attorney Alfred Kamin, was that FCC was way behind the times in standardizing on a mechanical disc which permitted screens no larger than 12½-in.

* * * *

Only new voice was that of Philip Perlman, the Solicitor General, a homely, gangling, unimpressive-looking man -- but a powerful advocate with a reputation for never having lost a govt. case before Supreme Court.

Beautifully briefed by FCC lawyers, he conducted an arm-swinging denunciation of RCA and rest of industry for being "opposed to color."

Lower court did study case carefully, he insisted, and it made the only decision it could, based on the facts. Pointing at Cahill and Rifkind, he said:

"RCA has a commanding position in the industry. Everyone pays a tribute to RCA, through its patent licenses. They don't want color. They're in the business of selling sets. Hold up the decision 2 or 3 years and they'll sell 30,000,000 or 60,000,000 black-and-white sets. Then, they'll come in with the dot-sequential system and make every set obsolete.

"Let the FCC action stand," he shouted, "or destroy its usefulness forever."

* * * *

You figure out what the Court's going to do. Then figure out what FCC will do when compatible system comes before it again -- as it surely will.

PROS AND CONS OF PRESIDENTIAL BOARD: A permanent 3-man presidential advisory group, with great powers over govt. communications (including military) but apparently none over FCC, is prime recommendation of President's Communications Policy Board (Vol. 7:2,6,7) in report released by White House this week.

Board of 5 eminent scientists and administrators sweated through 59 sessions over year's period, came up with 240 pages of meat and gristle for Govt. and industry to chew on. Report covers whole gamut of wire and wireless communications -- among other things tends to throw cold water on TV's chances for more vhf channels.

Report is likely to prove hot subject for some time, particularly since Sen. Johnson (D-Colo.) has great misgivings about permanent board idea. He's seriously exploring powerful medicine in form of legislation to give FCC powers which would render academic many proposed functions of new board. CPB recommended:

Formation of a "Telecommunications Advisory Board" (preferably 3 men, possibly one) in President's office, to act as sort of "FCC" for all govt. agencies maintaining communications facilities. Report said such board should:

(1) Take over President's job of allocations to govt. frequency users, control of all communications during emergency.

(2) "Stimulate and correlate the formulation of plans and policies to insure maximum contribution of telecommunications to the national interest, and maximum effectiveness of U.S. participation in international negotiations."

(3) Stimulate research on communications problems.

(4) Require all govt. "users" to justify frequency demands, cooperating with FCC in allocating between Govt. and non-Govt.

New board would have no jurisdiction over FCC, and report recommends

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inroads on audience and sponsors, TV's fast-building dollar volume (Vol. 7:13), feeling among broadcasters that telecasting is their natural heritage albeit so few would venture into it pre-freeze -- these factors will combine to intensify eager quest for new TV stations and demand for speedier action on freeze.

WHYS & WHEREFORES OF CBS-HYTRON DEAL: These would seem to be factors which finally decided CBS to plunge into the TV-radio manufacturing business by acquiring Hytron Radio & Electronics Corp., of Salem, Mass., sizeable tube manufacturer, along with its receiving set manufacturing subsidiary Air King Products Co., Brooklyn:

(1) Simple and natural quest for profit -- desire for share of an industry whose boom seems temporarily stayed (see p. 8) but whose potential is enormous, once the defense economy relaxes and FCC really unfreezes.

(2) To capitalize on its own great trade name, and its great promotional abilities and facilities. It's reasonable to assume receivers will be made bearing "CBS" or "Columbia" brand names, publicized heavily via its AM & TV networks.

(3) Buildup of resources in hope that its FCC-approved color system will eventually prevail. CBS wants to be prepared to produce color receivers itself if as seems likely, rest of manufacturing industry persists in its lack of enthusiasm for any non-compatible, mechanical system of colorcasting. Issue is now before U.S. Supreme Court (Vol. 7:13).

(4) Intense rivalry with RCA, whose subsidiary NBC it has outstripped in radio billings while lagging far behind it in TV (see p. 2, Vol. 7:13). CBS borrowings of $10,000,000 from Prudential and $5,000,000 from Metropolitan Life this week are obviously designed to help it win lost ground in TV and to finance expansion, notably its costly new Hollywood Center.

Loans had nothing to do with Hytron deal, said CBS president Frank Stanton, and this would seem to be borne out by fact that no money is involved -- CBS simply exchanging 31 shares of its stock (quoted at around 30 on N.Y. Exchange at time of announcement) for 100 shares of Hytron (quoted as around 9½ over the counter). The Hytron quotation remained firm (9¼ bid, 10 asked) through week, but CBS gained 3 points up to Friday's closing.

Stanton also said deal did "not particularly have color in mind" -- also quite likely since (a) Supreme Court decision is tossup, and (b) the preponderant pro-compatibility, all-electronic color folk (including Hazeltine, GE, DuMont, Sylvania & Philco as well as RCA) have improvements up sleeves which FCC can hardly refuse to consider after the legalisms are cleared away.

Deal wasn't entirely to liking of whole CBS corporate family, still needs approval of both companies' stockholders. But it may give CBS same hedge against possible shrinkage of still-lush AM broadcasting, and support for costly new telecasting, which its rival NBC enjoys -- namely, capacity to make up initial TV costs and losses from profitable (up to now, at least) receiving set and tube business.

For fact is that TV receiver and component manufacture last year hit $1.7 billion; that 6-year-old telecasting industry, with only 107 stations, last year enjoyed dollar volume of more than $105,000,000, or about 25% of 30-year-old radio broadcasting with 2000-plus stations; and that TV's 4 little networks, linking more 47 cities, are already doing half the dollar volume of AM's 4 big networks linking practically every market area of the land (Vol. 7:13).

CBS has long cast eye on manufacturing business -- in recent years had looked into Capehart-Farnsworth plant (later absorbed by IT&T), Sylvania's Colonial plant in Buffalo, Raytheon's Belmont plant in Chicago, probably others.

Ironically, CBS becomes patent licensee of RCA, since both Hytron tubes and Air King receiver production are licensed -- and CBS will also now have facility to manufacture RCA tri-color tube which it sorely needs for its color system and which RCA has promised to permit licensees to make and use, having already sent designs.

* * * *

Financially, CBS is strong indeed -- ended 1950 with highest gross income in its history, $124,105,408, but with profit down slightly ($4,105,329, or $2.39 per share) due to taxes that were higher than profits (Vol. 7:12). At end of 1950,

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earned surplus was $28,572,222. Of 1,500,000 Class A $2.50 par common shares authorized, 961,278 were outstanding; of 1,500,000 Class B, 948,674 were outstanding. Net earnings record shows declines in recent years.

In 1949, CBS grossed $105,397,580 and netted $4,184,079 ($2.44); 1948, $98,377,258 & $5,041,682 ($2.94); 1947, $101,045,647 & $5,920,104 ($3.45); 1946, $91,996,822 & $5,795,896 ($3.37); 1945, $86,257,385 & $4,308,627 ($2.51) plus $1,-037,014 (60¢ per share) derived from sale of WBT, Charlotte; 1944, $84,905,830 & $4,678,361 ($2.72). [For officer stockholdings, see p. 16, Vol. 7:13.]

How much of CBS gross and net derive from subsidiary Columbia Records Inc. has never been disclosed -- but recording firm is said to have been fairly profitable last year along with rest of that industry.

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Hytron has won good position in receiving tube manufacture, riding TV boom and recently expanding with new plant in Newburyport, Mass. It's also strong in picture tubes, though not in class with RCA, Sylvania, GE and DuMont volume-wise. It has not indicated how much dollar volume is accounted for by Air King, but that company is probably toward bottom of industry's Big 20 set producers (Vol. 6:8) and has been major private-label producer for Sears Roebuck, Firestone, Pathe, et al. It also has small Brooklyn cabinet-making subsidiary, Royal Wood Products Mfg. Co.

Hytron's consolidated 1950 sales totaled $40,542,135, net profit $3,348,871, or $1.65 per share on 2,004,892 shares outstanding. Its earned surplus at end of year was $2,584,694, net working capital $6,492,132. It split stock 2-1 in 1950.

Last year represented huge jump from preceding operations: 1949, gross of $16,226,143 and net of $565,171 (45¢ on 1,262,422 shares); 1948, $4,159,714 & $63,-063 (11¢ on 573,835 shares); 1947, $4,153,288 & $28,971 deficit; 1946, $5,013,143 & $30,603 deficit; 1945, $5,257,257 & $4,759 deficit; 1944, $5,264,088 & profit of $131,314 (76¢ on 173,835 shares).

It's probable that acquisition of Hytron, with considerable plant facilities, will give CBS better tax base than now, for broadcasting represents far smaller plant investment in relation to volume than manufacture. As CBS figures show, its volume has gone up consistently, but profits have slipped -- largely due to huge talent investments, resulting from raids on other networks, but also due to higher taxes (particularly 1950).

Hytron-Air King operations, joint statement says, will continue under present managements, with 4 of their executives going on CBS board. These will include Lloyd H. Coffin, chairman, and Bruce A. Coffin, president, of Hytron, and David A. Cogan, president of Air King.

FCC EASES ALLOCATIONS DEADLINES: Industry got requested breather, in vhf-uhf allocations proceedings, when FCC granted postponement of deadlines for comments on allocation plan and beginning of city-by-city hearing. Largely because of conflict with NARTB April 15-19 convention, Commission moved comment deadline from April 23 to May 7, opposition deadline from May 8 to May 22, start of city-by-city hearing from May 23 to June 11.

Most applicants will use delay in dogged hunt for more vhf channels. Latentness on vhf is understandable, in light of simple uncontroverted fact that uhf can't possibly get going on any meaningful scale for many months, probably several years. Yet, on other hand, additional vhf stations won't blossom forth in any hurry either (Vol. 7:12-14).

Nevertheless, uhf outlook brightens daily, as manufacturers pull wraps off remarkable results quietly achieved in laboratories over past few years, and as additional propagation data indicates probability of very acceptable services areas for uhf in many, if not most, areas (see stories on pp. 4 & 5).

Another Senator got into educational TV act this week -- Sen. Wm. Benton (D-Conn.), onetime advertising mogul (Benton & Bowles) who controls Muzak. In long speech on Senate floor April 13, he introduced S. Res. 127 calling for 90-day "quick review" of question by Interstate & Foreign Commerce Committee.

He wants FCC to hold off final decision until Senate receives and studies

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Note: RTMA auditors failed to report output figures for first week of second quarter at week's end, as customary -- so they won't be available until early next week. RTMA members can contact association direct if they're in a hurry.

Interesting parallel between TV and automotive unit output is discernible from glance at authoritative Automotive News figures. Both are in same boat now so far as lagging inventories are concerned; both face big second quarter cuts.

TV output of 7,463,800 sets last year is matched by 8,004,242 automotive units (6,663,461 passenger cars, 1,340,781 commercial vehicles). First quarter this year, TV turned out 2,196,016 sets as against 1,605,000 same 1950 quarter (Vol. 7:14). Autos totaled 1,982,075 (1,605,611 passenger cars, 376,464 commercial vehicles) first 1951 quarter vs. 1,647,942 (1,348,312 passenger, 299,630 commercial).

NPA PLEDGES ACTION ON REPAIR PARTS: Long-overdue NPA action to assure replacement parts for TV-radio and other electronic equipment was promised this week by Office of Civilian Requirements. It's still in preliminary stage, however, and will probably be incorporated into Controlled Materials Plan (see Mobilization Reports).

Electronic parts distributors met April 9 with NPA and renewed last month's plea that manufacturers be permitted to make and sell at least 150% of the number of parts sold for replacement during first-half 1950 (Vol. 7:10).

This general plan has been approved by Office of Civilian Requirements, which is headed by ex-West Coast broadcaster Lewis Allen Weiss (Vol. 7:10). But first NPA order incorporating the principle has yet to be issued.

Distributors made other proposals, and OCR spokesmen say some of them are being drafted in form of recommendations to other NPA divisions involved -- in the hope they'll finally end up in orders or directives. The distributors proposed:

(1) Base period of steel durable goods order M-47 (Vol. 7:10-11,14) -- first 6 months of 1950 -- be extended to entire year of 1950, because of phenomenal increase in production of TV and other electronic items during last-half 1950. NPA officials say this can't be done, since Defense Production Act provides base period must be "representative period preceding June 24, 1950."

(2) Component wholesalers be granted priority to order replacement parts at 150% of base period rate.

(3) NPA initiate campaign to salvage obsolete radio sets.

(4) All equipment and parts used in maintenance and repair be "simplified," but not to the extent of so-called "victory lines" used during World War II. Distributors' committee will meet with NPA again May 28.

FIRST-QUARTER sales and earnings reports of the manufacturers should be good—many better than same quarter, some perhaps as good as boom fourth quarter—but they're apt to mislead as to near-term trend of the now-lagging TV-radio industry. Unless sudden flying wave sets in, trade seems to be in for slower pace during spring and summer months. Even if unit volume holds up as more low-priced sets are produced and dollar volume probably won't—unless defense orders come through faster and larger than now.

Yet nobody can doubt TV-radio industry's long-term prospects. Short of war, good portion of that half of nation's populace still outside telecasting ranges should come to get service by latter 1952. Mindless though it has been of trade implications of its dilatory handling of freeze, FCC can't keep freeze on forever and is now really moving toward ending it (Vol. 7:12 et seq).

New stations will have to be built, new-type receivers (in some areas with dual vhf-uhf tuners) will have to be made and marketed. If factory sales reached $1.7 billion a year (about 7,500,000 sets) and retail-installation-servicing trade was $3 billion, it's fair to assume that market is still in store when artificial restraints of freeze, credit and materials limitations, etc., are lifted. There's also simple fact that "TV saturation" is far from reality in most of the 63 population areas now served by the 107 existing TV stations (Vol. 7:12). On basis of 60-mi. coverage estimates, *Radio & Television Retailing* calculates Boston area families with TV sets total 65%, Philadelphia 61%, Milwaukee 60%, New York 57%, Los Angeles 57%, Cleveland 56%, Cincinnati 56%, Minneapolis-St. Paul 55%, San Diego 48%—to list only top ones.

These are the more "heavily saturated" areas. There's still good proportion of non-TV homes yet to be supplied and replacements yet to be sold in these and other presently-served areas, let alone the new ones to be opened up.

CBS has guaranteed itself a color set maker in acquiring Hytron's Air King (see page 2)—if Supreme Court gives it go-ahead. But Tele-tone, too, says it will "dust off" plans for "slave" unit (Vol. 6:45) upon favorable Court action. President S. W. Gross says "we'll get into production as soon as we can." He says he'll also be ready with uhf when demand arises, but doesn't see anything in it now to lift today's depressed market. CBS attracted big audience (1200-1400) of servicemen to April 13 demonstration in Washington of 17-in. drum set (Vol. 6:52), followed by long technical discussion by Edward Noll, TV Technicians Lecture Bureau, Indianapolis.

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to placed on his shoulders, as should his sound record as chief of TV engineering. It's uncertain who will get chief engineership, but appointment is expected from within. Principal contenders seem to be Edward W. Allen, technical information chief; Edward W. Chapin, lab chief; George S. Turner, asst. chief engineer for field services and monitoring; James E. Barr, chief of AM broadcasting.

* * * *

Broadcast Bureau plan is effective June 4, part of program of functional reorganization. Other two bureaus are Common Carrier and Safety & Special Services. Most TV-AM-FM jobs are taken away from general counsel, chief engineer and chief accountant, put under head of Broadcast Bureau. In bureau will be 5 divisions, each to have chief: Aural Facilities (AM-FM), Television Facilities, Renewal & Transfer, Hearing, Rules & Standards. Race is now on to see who gets coveted jobs. Plummer says he hasn't decided; in past, chief's preferences have carried great weight.

INDUSTRY AGREED ON COLOR SYSTEM: Color fight is warming up again, as everybody stands by each Monday awaiting Supreme Court decision.

This week, Ad Hoc color subcommittee of National Television System Committee (Vol. 7:1), top-level all-industry group whose counsel FCC followed in setting up monochrome standards, has completed its work, reported to whole NTSC.

Results are now undergoing field testing, and NTSC members are so hot about them that they say Court's decision will have little bearing on accelerated efforts to perfect compatible system, place it before FCC.

Details are being withheld, but among new developments is an "oscillating color sequence" -- said to reduce susceptibility to interference by 6-8 db, produce steadier color, move color carrier up to 4 mc, make system "even more compatible."

This apparently is what New York Times' Jack Gould saw on his home set May 2, leading him to write front-page story May 3 which reported reception of picture "superior to the monochrome images normally seen."

RCA had begun off-hour experimental transmissions, which will continue. It's plain now that RCA's plans, once Court decision is rendered, embrace public demonstrations, sponsor-product shows, networking, remote pickups.

Philco and DuMont are also conducting field tests, while all other NTSC members are being urged to build color sets to test available signals. Hazeltine continues its color classes, is starting fourth 2-week course of 20 engineers each.

CBS plans Denver closed-circuit public showings of its system. It's Sen. Johnson's home state, and affiliate KLZ is cooperating in May 14-18 demonstrations. RCA picked next-biggest non-TV city, Portland, Ore., gave it first taste of TV this week with black-and-white demonstrations in cooperation with U of Portland.

KINE-RECORDINGS BIG FACTOR IN TV: Much of the future of TV programming depends on kinescope recordings -- otherwise called kines, TV-recordings, tele-transcriptions.

Despite early thinking that they would lose their importance as networks expanded and more films were produced for TV (to say nothing of release of feature films from big producers' vaults; see Vol. 7:13,16), it's increasingly apparent that off-the-camera films of TV shows will gain added importance with time.

Consensus of experts at May 1 session of Society of Motion Picture & TV Engineers in New York this week seemed to be that, despite their present deficiencies, kines will be answer to (1) high cost of intercity coaxial and/or microwave hookups; (2) programming of independent or non-interconnected TV stations; (3) delayed programming, where station time cannot be immediately cleared; (4) such complications as daylight saving time, time zones, etc.; (5) auditions and records.

Thus kines will serve same purpose -- possibly on bigger scale -- as radio transcriptions, now an enormous factor in broadcasting and capable of quality every bit as good as live shows.

Even today, it was noted, top TV shows are being kine-recorded, shipped to our troops overseas for showings in their cinema setups. Among the more noteworthy developments reported at SMPTE meetings were these:

(1) Some 3,000,000 ft. of 16mm film per week are already being processed by

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 V7 #19

Telecasting Notes: Here's trend that can't be blinked: NBC-TV billings in March ($4,594,203) were only about $500,000 or so under its AM billings ($5,085,636)—and it's confidently expected TV will surpass AM shortly. Figures do not include own stations' income. PIB report (Vol. 7:17) also showed January-March quarter NBC-TV billings at $12,730,785 vs. its network radio's $15,033,209. Speedy rate of change is indicated by fact that NBC-TV billings in March 1950 were only $1,175,186 vs. its AM network's $5,847,374 . . . **Mutual**, pointing with pride at upsurge of AM billings, reports $6,139,450 for first 4 months of this year vs. $5,932,407 for same 1950 period, gain of 4% . . . **WATV, Newark**, signed lease to join 5 New York stations on Empire State Bldg., leaving WOR-TV only station not included. Novel antenna for WATV, designed by Andrew Corp.'s M. W. Scheldorf, ex-GE, features elements located around 29-ft. mooring mast itself . . . **Paramount's KTLA**, Los Angeles, set up own microwave relay for 102-mi. remote last week from Pt. Loma, San Diego, to Mt. Wilson, to pick up arrival of First Marine Division contingent from Korea—believed to be longest remote on record, rivaled only by WBKB's South Bend-to-Chicago 92-mi. remotes for Notre Dame football . . . **Denver Post** considering applying for TV; if it does, it will be city's eighth applicant (see TV Factbook No. 12) for the 4 vhf (one educational) and 2 uhf channels earmarked for area (see Allocation Report) . . . **Bulldozer** worked by farmer near Aberdeen, Md. cut 2 coaxial cables afternoon of May 7, cut off network shows south of Philadelphia for about day before they were repaired . . . **Abbott & Costello** latest to contract with NBC-TV, other top comedians on its contract list being Milton Berle, Bob Hope, Groucho Marx, Jimmy Durante, Eddie Cantor, Ed Wynn, Sid Caesar, Imogene Coca, Danny Thomas, Jack Carson, Dean Martin & Jerry Lewis . . . **PRB Inc.**, TV-radio producing firm set up by Mary Pickford and Buddy Rogers, being dissolved after partner Mal Boyd decided to study for Episcopal priesthood.

Affiliates Committee growing out of opposition to network rate cuts (Vol. 7:16-17) has collected $10,000 from almost 150 stations, seems assured of continuance. Committee meets May 15 in New York, plans to hear A. C. Nielsen and J. B. Ward, Advertising Research Bureau Inc., Seattle, on research to prove AM still a good buy. Meanwhile, latest survey showing pickup in radio listening among TV owners is from WOR, New York. Based on Pulse Inc. study, it shows that 53.7% of TV owners with sets more than 2 years old listen to radio on average night, compared to 36.2% who've had set 9 months or less. Among TV owners who have had set 2 years or more, 27.8% listen to radio for hour every night; of newer TV owners, only 17.8% listen for hour each night.

Georgia Tech (WGST) has protested to FCC the sale of Atlanta's WSB-TV to group of local businessmen (Vol. 7:16), advocating instead that its Channel 8 be assigned to one of 3 existing applicants *(TV Factbook No. 12)*. Application for sale of WSB-TV was returned last week by FCC on grounds it couldn't tell who ultimate stockholders would be, since two-thirds of stock was proposed to be held by investment firm of Clement Evans & Co. Application is expected to be refiled shortly (Vol. 7:18).

General Tire & Rubber Co. (O'Neil interests), for tax and other business reasons, has secured FCC approval to transfer Yankee Network stations to Thomas S. Lee Enterprises, purchased last year from estate of Thomas Lee (Vol. 6:42-45). Plan is to operate that subsidiary as 2 divisions: Don Lee Network and Yankee Network. Yankee stations involved: WNAC, WNAC-TV & WNAC-FM, Boston; WICC, Bridgeport; WONS, Hartford; WEAN, Providence; WGTR (FM), Paxton, Mass.

DOUBLED uhf signal strength at receiver was achie RCA announced this week, by tilting Bridge transmitting antenna 2½ degrees up or down. These sults have obvious and enormous implications for proved service with lower-powered, less-expensive tra mitters.

RCA is now studying effect on station interfere but experienced engineers doubt whether tilting will duce extra trouble. In fact, they think it may re interference.

Practice isn't new, since work of this kind was d for military during war. In Los Angeles, KECA-T now titled "electrically," through phasing. KTTV ha perimented with both physical and electrical til WJZ-TV will be tilted electrically when it begins op tions from new Empire State Bldg. antenna.

Way technique works, as we understand it, is tilting permits direct signal and ground-reflected sign combine, produce cumulative effect.

———■———

FCC budget for July 1, 1951-June 30, 1952, wa $575,000 to flat $6,000,000 May 4, when House, in econ mood, pruned all independent offices appropriations. cut was marked by bitter diatribe against "pinks reds" in Commission by Rep. Cox (D-Ga.), who was ch man of 1943 Select Committee that investigated Cox charged that the Law Dept. controls Commission "has sought to dominate, to control and to terrorize" tion operators. He was abetted by Rep. Rankin (D-Mi who proposed elimination of entire FCC appropria To defense of FCC came Rep. Thomas (D-Tex.), cited Comr. Jones (an ex-Congressman) as being more a Communist than this table is"; he also defe other commissioners. FCC officials hope Senate will store cut; otherwise it may be difficult to maintain pre 1205 employes.

Crosley asked for Channel 11 in Toledo this making third application for that one-station (WSPD-T city *(TV Factbook No. 12)*. Crosley now operates WL Cincinnati; WLWD, Dayton; WLWC, Columbus; is a cant for Indianapolis. Also this week, WTBO asked to dismiss its application for Cumberland, Md.

Supreme Court's color decision (Vol. 7:13) should c May 14 or 28, possibly June 4—since Court doesn't sit 21, is trying to recess for summer on May 28 or Ju at latest. Traditionally, Court doesn't hold such c over until beginning of fall sessions.

First uhf transmitter order received by RCA c from WFPG, Atlantic City, which bought 1-kw unit (T 1B), plus antenna and monitoring equipment. Ante will be mounted on station's 408-ft. AM-FM tower.

Latest to announce uhf converter is Air King, w parent Hytron was recently purchased by CBS (Vol. 7: Company quotes lowest price yet, $29.95 including ante says it will have units ready when uhf stations are on

More May 1 sets-in-use reported since NBC Resea "census" of April 1 (Vol. 7:17): Los Angeles 1,038,75 138,750; St. Louis 289,000, up 7000; Kansas City 11 up 3523; Omaha 77,415, up 4615.

Copies of Digests of Comments

Included herewith, for all full-service subscribers is our 8-page *Digests of Comments on Proposed TV Allocation Plan* (Supplement No. 72). Extra copies of this report, containing digests and listings of all commercial, educational and municipal comments are available at $2, or $1 in quantities of 25 or more.

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Television Digest WITH AM-FM REPORTS

Special Color Reports
June 2, 1951

CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020

In This Section: Color Issue—Public Now the Arbiter, *page 1*. Colorcasting—Choice up to Stations, *page 4*. The Color Edict—Impact on the Trade, *page 5*. Industry Comments on Color TV Plans, *pages 6-8*.

COLOR ISSUE—PUBLIC NOW THE ARBITER: Supreme Court's color decision clears up the litigation -- but not much more. Still left wide open are the really basic economic and technological questions:

(1) Can CBS get anywhere, almost single-handedly, with a system that can't be picked up by any of the nearly 13,000,000 TV sets in use?

(2) How soon will the "right" compatible system, backed by overwhelming majority of industry, be welcomed by FCC through its "open door"?

* * * *

Text of court's 8-1 decision of May 28 was sent you the day issued. It sustains FCC choice of CBS system, thus permitting it to go commercial in 25 days. It speaks for itself, but crux is probably contained in this sentence:

"But courts should not overrule an administrative decision merely because they disagree with its wisdom."

Justice Frankfurter's doubts, reflecting same what's-the-hurry attitude manifested by lower court, are epitomized in:

"What the Commission here decided is that it could not wait, or the American public could not wait, a little while longer, with every prospect of a development which, when it does come, concededly will promote the public interest more than the incompatible system now authorized."

* * * *

Decision came as no surprise, hence no great shock -- except to TV trade, already in doldrums, now more becalmed than ever. Buying of TV receivers, competent sources say, has all but stopped as inventories pile higher (see Trade Report).

No one was startled into taking a new position -- neither industry, FCC, Sen. Johnson nor CBS, though it was noted that the CBS broadcast claims about the immediacy and low cost of adaptation, conversion and new color receivers were much less extravagant, much more toned down than when it won its first victory.

FCC Chairman Coy and Sen. Johnson, if anything, went out of their way to make clear that Commission is duty-bound to reconsider compatible systems whenever proffered. Also, intra-Commission talk has been dropped, for time being at least, of "forcing" CBS colorcasts upon recalcitrant stations (see story, p. 4).

Stations are as reluctant as ever, even CBS affiliates indicating they'll experiment with off-coaxial colorcasts slowly and cautiously, if at all.

Most manufacturers stand as before (see symposium, pages 6-8). No major set maker says he'll produce CBS-type receivers now. Some reject system flatly and completely; many say they'll wait and see how the public reacts; others offer no comment. Handful of smaller outfits say they'll make them -- including, of course, soon-to-be CBS subsidiary Air King (Hytron).

* * * *

So it's CBS's baby -- almost entirely -- and there's public choice. Whether it can build brand new audience fast enough to make colorcasting commercially worthwhile for itself and other telecasters, in light of today's materials shortages and slow purchasing pace, is up to CBS and its followers to prove.

Officially, CBS says it will shortly expand its present 10-11 a.m. daily experimental telecasts in New York, promises "substantial schedule" in a few months, feeds to other stations on network.

CBS doesn't say which stations would accept color, but claimed it had 15 to go last Nov. 20, before RCA appealed FCC decision. It has done good sell-

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has consistently favored CBS color and which is the co-owner with CBS of WTOP-TV:

"The choice between color and black-and-white broadcasts will then be up to the public -- the appropriate final arbiter in our judgment...If RCA comes along soon enough with a superior 'compatible' method of transmitting color, it will have its chance to win the public's favor."

New York Herald Tribune: "At best, it probably will be a slow process to get enough sets into the hands of the public to make color TV a flourishing enterprise. owners of present black-and-white sets will continue to get years of use from them. To the layman, it seems unlikely that the cumbersome wheel on the CBS set will be a permanent feature of color TV. But the layman has sufficient confidence in the engineering and scientific talent of the nation to believe a convenient and workable system can be devised, whether by CBS or RCA or the combined abilities of both."

New York Times: "Because of the technical changes that must be made in millions of installed sets and because priorities have lately been established to govern the allocation of materials, the introduction of TV in color will be slow. There is still confusion...There will be more research. The public will sit on the improvements that will emerge, and act as its own court, if given a chance to pass judgment. As for the Commission, it was created to act in the public interest. This being so, it can hardly refuse to reconsider, amend, even reverse decisions if they are no longer tenable in the light of technological progress."

COLORCASTING—CHOICE UP TO STATIONS: What the stations will do about carrying color now that talk of "implementation" and "minimum color hours" has receded at FCC, at present appears to be fairly clear.

It looks like a free choice for telecasters -- for a while, at least -- with CBS facing the tedious and expensive job of persuading reluctant stations to break the chicken-egg cycle. It's anybody's guess how many will go along, but it's clear CBS's best prospects will come when freeze lifts and when its non-compatible system can start from scratch in virgin TV territory.

Big-stick attitude (you-do-as-we-say-or-else) isn't so evident at FCC as formerly. Partly, this is due to sober caution on part of commissioners waiting to see just how much dislocation their decision has wrought. Partly, it's due to staff reorganization (Vol. 7:21).

There's this attitude, too: Why club 'em over the heads until you're sure you have to? Commissioners and staff still can't shake off doubts raised by fact that preponderant industry and technical opinion is opposed to incompatibility, insisting that superior compatible system is in offing.

* * * *

Thus, apparently, nature will be allowed to take its course -- with telecasters lending one ear to CBS, other to compatibility proponents, while keeping both eyes on FCC. Some CBS affiliates will accept some fringe-hour color from CBS, making no equipment investments until sure the system is really "in".

But they won't throw out good commercials to make room for color, while competitors stay with monochrome and take advantage of audience desertions to them during the years that few color sets will be in use.

Everybody, including CBS, is carefully assuring public that black-and-white isn't out the window -- will be with us for a long, long time.

Most stations say they have no color plans, or prefer not to talk about color yet -- obviously fearful not only of all-powerful FCC but of loss of audience and of course mindful of local dealer complaints about reduced set sales.

Radio lawyers and consulting engineers, most of them opposed to any incompatible system, are advising their TV station clients to sit tight, hoping upcoming allocations hearing won't be dominated by the color imbroglio. But they're generally expecting certain commissioners will make it point to elicit rosy promises about colorcasting plans from stations and applicants.

CBS's Washington outlet WTOP-TV, jointly owned with Washington Post, plans to carry color in fringe time at first, following lead of network's New York key WCBS-TV. Manager John Hayes says he's "firmly convinced public will go for color

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CBS's Boston affiliate, Yankee's WNAC-TV, announced it "has ordered the technical equipment necessary to project color programs as they are received over existing circuits from New York."

* * * *

One of sanest appraisals of colorcasting problem from a CBS affiliate is that of E.K. Jett, ex-FCC member and its onetime chief engineer, a calm and savvy gentleman with a fine public service record, who now runs Baltimore Sun's WMAR-TV:

"We will cooperate fully in bringing color to Baltimore," said he. "It will undoubtedly come from the network at first. When sufficient public interest is evidenced, and when equipment is available, we will originate local colorcasts.

"Lack of compatibility is going to be hard to live with for some time, especially in an area like ours which has 375,000 families and 300,000 sets -- very near saturation. I think TV stations will have to maintain a substantial schedule of black-and-white for a long time to come."

Jett then made some pertinent observations, posed pointed questions:

(1) When materials limitations really begin to bite manufacturers, how can they see their way clear to change over to color sets? Color sets will emerge, but won't they be greatly limited in number for some time?

(2) The public won't rush to buy color receivers until it sees what kind of programs are telecast, at what time of day. And certainly, cost has to be right.

(3) Public must be confused by kinds of color sets in prospect. Currently, the CBS system is labeled "mechanical," is said to be limited to small screens. But what of the drum permitting big screens? How about the tri-color tube? Will public want to wait for these promised developments before it buys? CBS's new tube-making subsidiary Hytron is an RCA licensee, may be able to make tri-color tube. Will mere promise of tube restrain potential disc-set buyers?

(4) Public will continue to buy black-and-white at today's bargain prices. Demand lately has tapered off due to normal summer slump, Regulation W, and the fact that saturation is being approached in some areas.

THE COLOR EDICT—IMPACT ON TV TRADE: "Confusion worse confounded" just about describes thinking in TV trade in wake of Supreme Court's color decision and resultant publicity. But attitude of the sellers of sets is well expressed by one of them:

"Let's see the sets; we'll sell anything the public will buy."

What the manufacturers think, is best recounted in their own comments published in comprehensive symposium herewith. They and trade generally are still for compatibility, by and large, but they're watching trade winds (and each other) very closely indeed. There's no stampede to tool up for CBS color; mostly, the attitude is one of "wait and see" how public reacts -- whether there's the "sweeping demand" so confidently expected by FCC-CBS proponents.

Receiver sales were beginning to pick up rather nicely in many parts of the country last few weeks, considering the season, and some slight inroads were being made into inventories -- and then the news broke.

Now business has turned bad again, we're told -- and even fall prospects have been dimmed by this uncertainty, added to Regulation W and other factors contributing to slower buying pace. It's really too early to gauge actual impact of color news, but some manufacturers-wholesalers-retailers are wringing their hands.

This week's trade wasn't good barometer, anyhow, because of Memorial Day.

Wait-and-see attitude arouses natural speculation whether public will go to cost and trouble of adapting present sets (to get black-and-white during color-casts), converting present sets (to get color in same set or on slave units), or buying such new color combinations as may be offered -- all at a price.

Since today's depressed TV market is a price market, with low-end units at around $200 selling best, tradesmen wonder whether people will pay substantially more for equipment capable of receiving such few hours of color, mainly during fringe viewing periods, as CBS and the stations it feeds will offer.

You get every-which-way kind of answer to this -- the consensus being, CBS

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included, that it will take years for color to take hold. What trade fears is that these may be years of the locust so far as selling present-type sets is concerned.

That CBS will turn on promotion heat, goes almost without saying. It's reported in trade circles that big ad splurges have been prepared cautioning public not to buy any TV sets unless they're at least adapted to get color signals in black and white. That could start a round of lawsuits and trade-practice complaints that would keep whole industry in turmoil for months, further confusing public.

The estimated 1,750,000 or more TVs now in inventory aren't so adapted -- though adapter units could be marketed -- and a complete stoppage of buying could spell ruin for a lot of businesses.

The major manufacturers could offer adapters for present sets, which also means service fee to install them. They'll fight back, if CBS promotion hurts the trade, by pointing to FCC Chairman Coy's assurance that door isn't closed to compatible systems, which of course could render CBS system obsolete overnight if adopted.

There's also logical question: Will public wonder why brand-name firms, with great businesses to protect and reputations to maintain, don't make color sets or converters? Will that confuse buyers to point of no sales?

Or will some "upstart" firms, as Coy suggested, seize leadership away from established leaders in the "rush for color" so confidently expected by proponents?

Or will some big boys get on CBS bandwagon without waiting for compatible systems promised by RCA, Hazeltine, GE, Philco, DuMont, Sylvania, other top names?

* * * *

Organized manufacturers' RTMA meets in Chicago next week for annual convention, but they won't do anything giving semblance of "conspiracy" against edict. CBS's Hytron (Air King) is member of RTMA, thus has voice in its affairs. Air King, it's said, also has inventory problem -- and of course Hytron has big stake in receiving and picture tube business, now taking beating due to lowered demand for TVs.

CBS's Hytron ownership, it's clear, means that company, with its "Columbia" brands, will strive to be major factor in TV-radio trade. Yet it could slip into same trade desuetude as others, if confusion means less buying of any kind of TVs.

It's rags or riches for CBS no less than for rest of industry, since it elected to go into the manufacturing field.

STATEMENTS BY PRINCIPALS IN THE SUPREME COURT LITIGATION

COLUMBIA BROADCASTING SYSTEM—"The decision of the Supreme Court removes the last road block to the public's enjoyment of color television in the home. CBS will shortly expand its present color broadcast schedule in New York, and within a few months expects to be producing a substantial schedule of color programs. Many of these will be sent over existing circuits to stations in other cities of the Columbia Television Network. The enthusiasm which both the public and important national advertisers have shown for color television gives great encouragement that this exciting new medium will grow rapidly."

EMERSON RADIO (Benjamin Abrams, president)—"We will not make CBS color sets because we don't think it's the right system. The right system will be a compatible system, and it will be here in 2 years. The Supreme Court decision will have a momentary effect on sales of black-and-white TV sets, but it will be a 7-day wonder. Even Air King [due to be CBS-owned] won't be able to get samples to the trade for 6 months, and mass production is at least 2 years away. Right now, color TV is a great mystery to the public; when dealers begin getting CBS color sets, the public will be able to see the limitations of the CBS system."

RCA (David Sarnoff, Chairman)—"The RCA has always maintained the policy that what is best for the public and the industry is best for its own welfare. That policy we shall always adhere to. We continue to be convinced that the best color TV system for the public and the industry is a compatible, all-electronic, non-degraded system. We have such a high quality system, and we shall demonstrate it to the public within the next few weeks. The public will be given the opportunity to judge for itself.

Statement by RCA May 28

"Now that the Supreme Court has made its decision RCA will go ahead with public demonstrations of its improved compatible all-electronic system of color television.

"Everyone concedes that a compatible system is more in the public interest than a non-compatible system.

"At the time the FCC made its decision last year, it took the position that there was no satisfactory compatible system. Therefore, it adopted the less desirable non-compatible system.

"RCA has developed a fully compatible, all-electronic color system which provides reception of color broadcasts in black-and-white on the nearly 13 million existing sets without any change whatever.

"Present set owners cannot receive any picture whatever from the non-compatible color system without buying an expensive adapter. Even with such an adapter they would only receive a black-and-white picture degraded in quality.

"To receive color they would also need to buy an expensive and cumbersome converter.

"Approval of the compatible system would save present set owners about a billion dollars, and would avoid waste of material and labor, which it is vital to conserve in these critical times."

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Most Still Oppose Incompatibility

Industry Comments on Plans for Color Television

Following U. S. Supreme Court Decision Upholding FCC Adoption of CBS System

Full Text of Supreme Court Decision Published by Television Digest as Special Color Report of May 28, 1951

SURVEY OF THE TV RECEIVING EQUIPMENT MANUFACTURERS

(Replies to requests for comment, plus digests of comments published in other periodicals)

ADMIRAL CORP. (Ross Siragusa, president)—"There will be color eventually—at a cost, of course—but black-and-white will be with us as the mainstay of TV for at least the next decade. Our own feeling is that compatibility is still basic. It is too early to estimate the whole industry picture yet, but we can say again that we continue to have faith in today's excellent black-and-white television and tomorrow's compatible color."

AIR KING (David H. Cogan, president)—This company will shortly become a subsidiary of CBS, under recent Paramount merger deal (Vol. 7:15, 20), due to be completed next week when it's expected CBS will issue official statement—presumably regarding new "Columbia" brand receivers. Meanwhile, Mr. Cogan told newsmen models of new receivers will be shown at Chicago Furniture Show, disclosed plans for press showing of combination color and black-and-white receiver at company's Brooklyn plant, June 4.

"We're pretty well along in our tooling for such a set," Mr. Cogan is quoted in May 29 *Wall Street Journal*. "Material problems made it difficult to say when they'll hit the market. Under normal circumstances, it might be 90 days; we may possibly get some sets out by early fall."

How much will they cost? *Wall Street Journal* quotes Mr. Cogan as saying quite a bit more than black-and-white models. He put it this way:

"A color set probably will cost anywhere from 50% to [illegible] more than a black-and-white receiver with a comparable screen. In other words, a console color receiver with [illegible]-in. picture screen might run as high as $499; a similar black-and-white set would retail for about $299."

[illegible] continues:

"As for converters, Mr. Cogan says he's not completely [illegible] on them, but his firm may make a couple of thousand [illegible] to see how the public responds to them . . . Mr. [illegible] said, too, that Air King probably would make [illegible], but the quantity would depend on consumer [illegible] . . . [He] estimates adapters will sell around [illegible] to $49."

[illegible]LEY (John W. Craig, executive v.p.)—"We have no [illegible] to manufacture CBS color receivers at this time [illegible] are studying the overall aspects of this situation." [illegible] had previously announced it has made provisions [illegible] 1951 models for plug-in of converter units, can [illegible] converters if there is public demand. In trade press, [illegible] Craig was quoted as stating: "We are still not convinced that the CBS system will be the ultimate one."

[illegible]T (Allen B. DuMont, president)—"This decision [illegible] alter the general situation in color in so far as we [illegible] concerned. We still feel the CBS mechanical color [illegible] not suitable for the public. When acceptable [illegible] ready, it will be an all-electronic system, which is [illegible] away, despite all the progress made in that direction. We have no present plans for the manufacture of CBS-type color receivers."

FREED RADIO (Arthur Freed, president)—Told *New York Times* May 31 that "until consumer demand indicates public acceptance of CBS color, no Freed-Eiseman color receivers will be marketed." Also stated "dollars-and-cents minded" consumer is not now even buying black and white sets in volume. Washington ruling, Mr. Freed stated, cannot in itself make color TV a reality because a successful color transmission service must depend on the huge electronics industry that will manufacture the receiving and transmitting equipment and on TV broadcasters as well as the consumer.

GENERAL ELECTRIC (Dr. W. R. G. Baker v.p. and gen. mgr., Electronic Dept.)—"This [Supreme Court] decision came in same month that NPA placed restrictions on all TV construction projects; when CMP regulations were issued which exclude TV set production from any assurance of having steel, copper or aluminum after July 1; and when the Federal Reserve Board finally refused to ease Regulation W restrictions, which had effectively dropped consumer ability to purchase standard TV receivers to an all-time low.

"Against this background, it is impossible for [GE] to reach any immediate conclusion on its future plans in the color TV field . . . There is bound to be an extended period before the public can expect to have any substantial number of color programs available to it. It is possible [that] during this period a fully compatible system will gain acceptance by the Commission—a system which, unlike the CBS system, will give a black and white picture on every standard TV receiver, of which there are now over 12,000,000 owned and used in the American homes. Both the FCC and the Supreme Court have stated their preference for such a compatible system; the FCC has kept the door open for its consideration and possible adoption. Substantial progress has been made toward its achievement since the FCC color hearings closed.

"If this compatible system is achieved and should ultimately be adopted, then the CBS System will have been, in fact, an interim system, approved by the FCC in order to insure color during this transition period to those who desire to make the necessary investment in this type receiver.

"Against the present background of material, construction and credit restrictions, our company is in no position to estimate the number of persons who can and will buy the CBS type of color TV set. If there are a substantial number we will, as always, be guided by public demand. However, such receivers cannot be reasonably expected in production in the near future, due to needed development time, material controls, and the limited facilities available to us after meeting the requirements of our defense contracts and commitments. Transmittters and, particularly,

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studio equipment cannot be realistically anticipated on a production basis at this time.

"To those who now own or may purchase a General Electric television receiver during this interim period, we do make this reassuring statement: If the CBS color system does gain general acceptance, we guarantee that there will be made available at competitive prices for use in conjunction with any television receiver General Electric manufactured after July 1, 1949, a means for receiving color programs originating in your local stations. That is a responsibility which we gladly recognize and which we will make every effort to fulfill within the limitations placed on industry by the present national emergency."

HALLICRAFTERS (Wm. J. Halligan, president)—Statement to press says company "will stand by until we see what the public wants." To *Wall Street Journal*, Mr. Halligan added: "We believe there may be a non-mechanical system soon, either RCA's or somebody else's, and we'd hate to go ahead with new sets or converters that would be obsolete in a short time. We'd be breaking faith with the public if we gave them something they couldn't use for long." To *Retailing Daily*, he said: "We're afraid that the new tooling to produce a color wheel or drum may take a lot of money and, once production is under way, CBS or RCA may come out with a color tube that will render the mechanical apparatus obsolete. I think you'll find every manufacturer in the same boat." Hallicrafters starts fall production line in latter July, with only slight model changes, plans 25-30% lower ouput than last year.

MAGNAVOX (Richard A. O'Connor, chairman)—"We will make color receivers when we can be convinced that the design will give value received to the consumer. We do not feel that the CBS system falls into that category unless some revolutionary improvements have been made since it was last demonstrated."

MATTISON (Richard Mattison, president)—Quoted in N. Y. *Herald-Tribune* as having already started production of "slave unit" converters to receive CBS color on existing sets, with 50 samples ready to go to dealers next week and 1000 per week production planned starting mid-June. Units will have 12-in. screens, will sell for $60 to $75, Mattison stated.

JOHN MECK INDUSTRIES and SCOTT RADIO (John Meck, president)—Via telegram: "Material controls make immediate production color units impossible. Further study required before decision as to exactly when production can begin." Press releases May 28 state all Meck and Scott receivers made since Jan. 1 equipped with adapter circuits for connection to color adapters, quotes Meck as welcoming Court decision as "end to one of the uncertainties that has beset the TV industry" and saying his companies will begin production of auxiliary color units "as soon as possible."

MOTOROLA (W. H. Kelley, sales mgr.): "No comment now."

MUNTZ TV (Don Adams, national sales mgr.)—Quoted in trade press as having already made pilot models and "probably will bring out color receivers in the near future."

OLYMPIC (A. A. Juviler, president)—"We have included converter devices in all of our sets for the past several months, so it would create no great problem in adapting them to receive either CBS or RCA color." Mr. Juviler told *Retailing Daily* Olympic has no plans for producing color equipment right now, but will make adapters and converters if there's definite demand. He added he thought current controversy is "academic" because critical materials restrictions will keep production of color equipment at a minimum.

PHILCO (James H. Carmine, executive v.p.)—"Our Philco TV receivers are engineered for adaptation to receive the color signals in black and white. We have no immediate plans beyond that, but we are continuing our work on an all-electronic system with direct-view pictures."

STEWART-WARNER (E. L. Taylor, sales mgr.): Press release states all Stewart-Warner sets shipped since November have been equipped with adapter jack, Mr. Taylor stating: "We will have an adapter to be used with our sets by the time color broadcasting is in general use."

STROMBERG-CARLSON (R. W. Tait, president): "We have no specific plans in relation to CBS color and believe color telecasting is still a long way off. In any case it will not replace the present black-and-white."

SYLVANIA (Max Balcom, chairman)—"It's too early to make any plans yet. At the moment it would seem that nothing really has been changed."

TELE KING (Harvey L. Pokrass, executive v.p.) announced development of "startling new method of receiving color telecasts on the field-sequential system" with patented unit called "Fadrak" described thus: "No wheel, drum is used, no motors or moving parts, and it can be adapted to present sets without enlarging the size of the cabinet." Mr. Pokrass is quoted as saying the unit will be cheaper than any type of color adapter currently on the market (though no price is indicated), adaptable either inside or outside the set, fitting any size screen. "We will produce Fadrak for use by the public long before there is any appreciable number of color TV shows on the air," he stated, "There would be no point in our going into large scale production with the development until there is a market for it."

TELE-TONE (S. W. Gross, president)—Told *Retailing Daily* May 31 his firm will begin immediate production of converters "which will enable present black-and-white receivers to receive telecasts on the CBS system." Added: "In view of current materials shortages engineers at our Bayway, N. J. plant cannot estimate how soon converters will be ready for sale by our dealers. As of today, we are setting up to produce our adapter-converter combination. Our dealers have been and are receiving detailed instruction labels telling how simple it is to convert present Tele-tone receivers to receive color programs."

WEBSTER-CHICAGO (C. P. Cushway, executive v.p.): "We will start, in a modest way, based on demand, to make (1) companion or 'slave' units, under our own name, no private label, and (2) color units for other manufacturers to put in own sets and in companion units." Mr. Cushway stated units will be 10 & 12-in., using lenses to magnify 7 & 10-in. tubes, will sell for about $175. Larger sizes, including drum types, are still in engineering stage, he said. Could produce units "no sooner than 60-90 days." Can't judge materials situation but problems, though difficult, aren't insoluble. Special materials, such as special motors, are needed, which Webster-Chicago won't make but will get from other manufacturers. Company has no plans for adapters to get colorcasts in black and white.

WESTINGHOUSE—No comment because of absence of F. M. Sloan, TV-radio plant manager.

ZENITH—No reply, but spokesmen reported in trade press as having no plans as yet to make color adapters or converters.

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Television Digest WITH AM-FM REPORTS

Special Color Report
May 28, 1951

CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020

Full Text of Decision

U. S. SUPREME COURT UPHOLDS FCC CHOICE OF CBS COLOR

Sustains Chicago Federal District Court Decision on Appeal by RCA, et al., from FCC Order

Justice Frankfurter Renders Separate Opinion

(For stories on Supreme Court Appeal, see *Television Digest*, Vol. 7:10, 13)

(For full text of Chicago court's decision, see *Television Digest's* Special Color Report of Dec. 23, 1950)

For full texts of FCC's First and Second Reports on Color (FCC Public Notices No. 50-1064 & 50-1224), see Special Color Reports of Sept. 2, 1950 and Oct. 14, 1950, respectively

SUPREME COURT OF THE UNITED STATES

No. 565.—October Term, 1950

RADIO CORPORATION OF AMERICA, NATIONAL BROADCASTING COMPANY, INC., RCA VICTOR DISTRIBUTING CORPORATION, ET AL., APPELLANTS,

v.

THE UNITED STATES OF AMERICA, FEDERAL COMMUNICATIONS COMMISSION, AND COLUMBIA BROADCASTING SYSTEM, INC.

Appeal from the District Court of the United States for the Northern District of Illinois, Eastern Division.

[May 28, 1951.]

MR. JUSTICE BLACK delivered the opinion of the Court.

Radio Corporation of America (RCA) and two of its subsidiaries brought this action in a three-judge District Court to enjoin and set aside an order of the Federal Communications Commission prescribing standards for transmission of color television.[1] The effect of the challenged order was to reject a color system proposed by RCA and to accept one proposed by the Columbia Broadcasting System (CBS).[2] The basis of RCA's complaint was that the order had been entered arbitrarily and capriciously, without the support of substantial evidence, against the public interest, and contrary to law. After hearing and oral argument, the District Court entered summary judgment sustaining the Commission, one judge dissenting.[3] RCA and the other plaintiffs took this direct appeal under 28 U. S. C. § 1253 and § 2101 (b).

At the outset we are faced with RCA's contention that the District Court failed to review the record as a whole in determining whether the Commission's order was supported by substantial evidence; it is urged that for this reason we should summarily reverse and remand the case for further consideration by that court. If RCA's premise were correct, the course which it suggests might be wholly appropriate. For as pointed out recently, in considering the question of sufficiency of evidence to support an administrative order, this Court must and does rely largely on a first reviewing court's conclusion. *Universal Camera Corp v. Labor Board*, 340 U. S. 474. The present case, however, need not be returned for further scrutiny below because we are convinced that the review already afforded did not fall short of that which is required. The District Court heard oral argument for three days and deliberated for about five weeks before handing down its decision. Both the majority and dissenting opinions show a familiarity with RCA's basic contention (and the minor ones as well) that could have come only from careful study of the record as a whole. To be sure, there was a casual statement in the majority opinion susceptible of the interpretation that the court in reaching the decision made an examination of the record less complete than it should have been.[4] Fairly construed, however, the remark, while perhaps unfortunate, is entirely consistent with that conscientious review which we are satisfied was given this record by the District Court. We therefore pass to the question of validity of the Commission's order.

All parties agree, as they must, that given a justifiable fact situation, the Commission has power under 47 U. S. C. § 303 (c), (e), (f), (g)[5] to do precisely what it did in this case, namely, to promulgate standards for transmission of color television that result in rejecting all but one of the several proposed systems. Moreover, it cannot be contended seriously that the Commission in taking such a course was without evidential support for its refusal to

[1] The subsidiaries are the National Broadcasting Co. and RCA Victor Distributing Corp. Later, other parties were permitted over the Commission's objection to intervene in support of RCA's position. The Columbia Broadcasting System (CBS) intervened as a party defendant.

[2] The order also rejected a system proposed by Color Television, Inc., which is not a party to this litigation.

[3] 95 F. Supp. 660 (N. D. Ill.).

[4] "After listening to many hours of oral argument by able counsel representing the respective parties, we formed some rather definite impressions relative to the merits of the order, as well as the proceedings before the Commission upon which it rests. And our reading and study of the numerous and voluminous briefs with which we have been favored have not altered or removed those impressions. *Also, in studying the case, we have been unable to free our minds of the question as to why we should devote the time and energy which the importance of the case merits, realizing as we must that the controversy can only be finally terminated by a decision of the Supreme Court.* This is so because any decision we make is appealable to that court as a matter of right and we were informed during oral argument, in no uncertain terms, that which otherwise might be expected, that is, that the aggrieved party or parties will immediately appeal. In other words, this is little more than a practice session where the parties prepare and test their ammunition for the big battle ahead." (Emphasis added.) 95 F. Supp. at 664.

[5] 47 U. S. C. § 303: ". . . [T]he Commission . . . as public convenience, interest, or necessity requires, shall—

. . . . . .

"(c) Assign bands of frequencies to the various classes of stations, and assign frequencies for each individual station and determine the power which each station shall use and the time during which it may operate;

. . . . . .

"(e) Regulate the kind of apparatus to be used with respect to its external effects and the purity and sharpness of the emissions from each station and from the apparatus therein;

"(f) Make such regulations not inconsistent with law as it may deem necessary to prevent interference between stations and to carry out the provisions of this Act. . . .

"(g) Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest."

adopt the RCA system at this time.[6] The real argument, advanced at great length and in many different forms, boils down to this: Viewing the record as a whole, the Commission as a matter of law erred in concluding that the CBS color system had reached a state of development which justified its acceptance to the exclusion of RCA's and that of others. Consequently, before the Commission, the District Court and here, RCA's main attempt has been to persuade that no system has yet been proven worthy of acceptance for public use, that commercial color broadcasting must be postponed awaiting inventions that will achieve more nearly perfect results.

We sustain the Commission's power to reject this position and hold valid the challenged order, buttressed as it is by the District Court's approval. To explain our conclusion it is unnecessary to repeat the detailed statement of facts made in the majority and minority opinions of the Commission and District Court.[7] Nor, for present purposes, is it necessary to attempt a translation of the technical terms invented to carry meanings in the rapidly growing television industry. It will suffice to give the following brief summary of the background of the Commission's findings and what was found:

Standards for black and white television transmission were first promulgated by the Commission in 1941. RCA's complaint alleges, and all apparently agree, that "The quality of the present [black and white] service, the improvements and reductions in price to the public that have been made, the incredible expansion of the industry as a whole, are all due to the fact that manufacturers could build upon a *single set of long-range high-quality standards.*"[8] From 1941 until now the Commission has been engaged in consideration of plans and proposals looking toward promulgation of a single set of color standards.[9] CBS apparently made quicker prograss in developing an acceptable system than did others.[10] It was soon att[illegible] however, on the ground that it was utilizing old kn[illegible] highly useful in the realm of the physical scienc[illegible] mechanical practices but incongruous in the new f[illegible] electronics occupied by television. This is still th[illegible] the objection to the CBS system, together with th[illegible] tion that existing receiving sets are not constr[illegible] such a way that they can, without considerable [illegible] ments, receive CBS color broadcasts either in [illegible] black and white. The fact that adjustments are r[illegible] before a CBS color broadcast can be received in b[illegible] white on existing sets makes this system "incom[illegible] with the millions of television receivers now in the [illegible] of the public.

There is no doubt but that a "compatible" color t[illegible] system would be desirable. Recognition of this fac[illegible] to be the controlling reason why the Commission [illegible] long ago approve the "incompatible" CBS system. [illegible] past, it has postponed adoption of standards with th[illegible] that a satisfactory "compatible" color television [illegible] would be developed. But this time, in light of [illegible] experience, the Commission thought that further [illegible] in making color available was too high a price to [illegible] possible "compatibility" in the future, despite [illegible] claim that it was on the verge of discovering an acce[illegible] "compatible" system.

The Commission's special familiarity with the pr[illegible] involved in adopting standards for color televi[illegible] amply attested by the record. It has determined [illegible] hearing evidence on all sides that the CBS syst[illegible] provide the public with color of good quality and [illegible] television viewers should be given an opportunity [illegible] ceive it if they so desire.[11] This determination ce[illegible] cannot be held capricious. It is true that the ch[illegible] tween adopting standards now or at a later dat[illegible] not free from difficulties. Moreover, the wisdom [illegible] decision made can be contested as is shown in th[illegible] senting opinions of two Commissioners. But courts sh[illegible] not overrule an administrative decision merely be[illegible] they disagree with its wisdom.[12] We cannot say th[illegible] trict Court misapprehended or misapplied the proper [illegible] cial standard in holding that the Commission's order [illegible] not arbitrary or against the public interest as a [illegible] of law.[13]

Whether the Commission should have reopened its [illegible] ceedings to permit RCA to offer proof of new disc[illegible] for its system was a question within the discretion [illegible] the Commission which we find was not abused.[14] We [illegible] considered other minor contentions made by RCA but [illegible] satisfied with the way the District Court disposed of [illegible]

The District Court's judgment sustaining the order [illegible] the Commission is

[illegible]

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[6] The Commission unanimously believed that CBS had the best system presently available, although two Commissioners dissented on other grounds. The relative merits and demerits of the RCA and CBS systems were summarized as follows:

"[T]he RCA system [is] deficient in the following respects:

"(a) The color fidelity of the RCA picture is not satisfactory.

"(b) The texture of the color picture is not satisfactory.

"(c) The receiving equipment utilized by the RCA system is exceedingly complex.

"(d) The equipment utilized at the station is exceedingly complex.

"(e) The RCA color system is much more susceptible to certain kinds of interference than the present monochrome system or the CBS system.

"(f) There is not adequate assurance in the record that RCA color pictures can be transmitted over the 2.7 megacycle coaxial cable facilities.

"(g) The RCA system has not met the requirements of successful field testing.

. . . . . .

"[T]he CBS system produces a color picture that is most satisfactory from the point of view of texture, color fidelity and contrast. . . . [R]eceivers and station equipment are simple to operate and . . . receivers when produced on a mass marketing basis should be within the economic reach of the great mass of purchasing public. . . . [E]ven with present equipment the CBS system can produce color pictures of sufficient brightness without objectionable flicker to be adequate for home use and . . . the evidence concerning long persistence phosphors shows that there is a specific method available for still further increasing brightness with no objectionable flicker. Finally, . . . while the CBS system has less geometric resolution than the present monochrome system the addition of color to the picture more than outweighs the loss in geometric resolution so far as apparent definition is concerned." Second Report of the Commission, October 10, 1950, —— F. C. C. ——.

[7] The facts found by the Commission appear in two reports on Color Television Issues. First Report of the Commission, September 1, 1950, —— F. C. C. ——; Second Report of the Commission, October 10, 1950, —— F. C. C. ——. The District Court described the proceedings before the Commission as follows: "The hearing, participated in by all members of the Commission, commenced September 26, 1949 and ended May 26, 1950. In all, fifty-three different witnesses were heard and 265 exhibits received. The transcript of the hearing covers 9717 pages. During the period from November 22, 1949 to February 6, 1950, extensive field tests were made of the three systems [RCA, CBS, Color Television, Inc.] proposed. Progress reports concerning these tests were filed with the Commission by the three proponents during December 1949 and January 1950. Comparative demonstrations of the three proposed systems were made on different dates until May 17, 1950." 95 F. Supp. at 665.

[8] Emphasis added.

[9] See the particularly interesting historical summary of these efforts in Commissioner Jones' dissent to the First Report of the Commission, September 1, 1950, —— F. C. C. ——. His view was that color television standards should have been promulgated long before they were.

[10] See note 6, *supra.*

[11] See note 6, *supra.*

[12] *National Broadcasting Co.* v. *United States,* 319 U. S. [illegible]

[13] *Universal Camera Corp. v. Labor Board,* 340 U. S. [illegible]

[14] See *United States* v. *Pierce Auto Lines,* 327 U. S. [illegible] With respect to reopening the record, the Commission [illegible] part: ". . . [A] new television system is not entitled to a [illegible] or a reopening of a hearing simply on the basis of a pap[illegible] tation. In the radio field many theoretical systems exist [illegible] be described on paper but it is a long step from this [illegible] successful operation. There can be no assurance that a [illegible] going to work until the apparatus has been built and [illegible] tested. None of the new systems or improvements in syst[illegible] these tests so as to warrant reopening of the hearing. [illegible]

"The Commission does not imply that there is no furthe[illegible] for experimentation. . . . Many of the results of such exp[illegible] tation can undoubtedly be added without affecting [illegible] ceivers. As to others some obsolescence of existing rec[illegible] be involved if the changes are adopted. In the interest [illegible] ity this latter type of change will not be adapted unless [illegible] provement is substantial in nature, when compared to the [illegible] of dislocation involved. But when such an improvem[illegible] come along, the Commission cannot refuse to consider it [illegible] because the owners of existing receivers might be com[illegible] spend additional money to continue receiving programs [illegible]

". . . [A]ny improvement that results from the experim[illegible] might face the problem of being incompatible with the [illegible] monochrome system or the color system we are adopti[illegible] In that event, the new color system or other improve[illegible] have to sustain the burden of showing that the impr[illegible] which results is substantial enough to be worth while [illegible] pared to the amount of dislocation involved to receivers [illegible] the hands of the public." Second Report of the Commi[illegible] tober 10, 1950, —— F. C. C. ——.

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MR. JUSTICE FRANKFURTER, *dubitante*.†

Since I am not alone in entertaining doubts about this case they had better be stated. The ultimate issue is the function of this Court in reviewing an order of the Federal Communications Commission, adopted October 10, 1950, whereby it promulgated standards for the transmission of color television. The significance of these standards lies in the sanction of a system of "incompatible" color television, that is, a system requiring a change in existing receivers for the reception of black and white as well as colored pictures. The system sanctioned by the Commission's order will require the addition of an appropriate gadget to the millions of outstanding receiving sets at a variously estimated, but in any event substantial, cost. From the point of view of the public interest, it is highly desirable to have a color television system that is compatible. The Commission's order sanctioning an incompatible system is based not on the scientific unattainability of a compatible system, nor even on a forecast that its feasibility is remote. It rests on the determination that inasmuch as compatibility has not yet been achieved, while a workable incompatible system has proven itself, such a system, however intrinsically unsatisfactory, ought no longer to be withheld from the public.

After hearings on the Commission's proposals were closed, the Radio Corporation of America, presistent promoter of a compatible system, suggested to the Commission further consideration of the progress made after the Commission had taken the matter under advisement in May, 1950. To be sure, this proffer of relevant information concerning progress toward the desired goal was made by an interested party. But within the Commission itself the need for further light was urged in view of the rapid development that had been made since the Commission's hearings got under way. The heart of the controversy was thus put by Commissioner Hennock: "It is of vital importance to the future of television that we make every effort to gain the time necessary for further experimentation leading to the perfection of a compatible color television system." The Commission did not rule out reasonable hope for the early attainment of compatibility. Indeed, it gave ground for believing that success of experimentation to that end is imminent. But it shut off further inquiry into developments it recognized had grown apace because in its "sound discretion" it concluded that "a delay in reaching a determination with respect to the adoption of standards for color television service . . . would not be conducive to the orderly and expeditious dispatch of the Commission's business and would not best serve the ends of justice . . ."

The real question, as I have indicated, is whether this determination of the Commission, considering its nature and its consequences, is beyond judicial scrutiny.

I am no friend of judicial intrusion into the administrative process. I do not believe in a construction of the Communications Act that would cramp the broad powers of the Communications Commission. See *National Broadcasting Co.* v. *United States*, 319 U. S. 190. I have no doubt that if Congress chose to withdraw all court review from the Commission's orders it would be constitutionally free to do so. See *Stark* v. *Wickard*, 321 U. S. 288, 312. And I deem it essential to the vitality of the administrative process that, even when subject to judicial review, the Commission be allowed to exercise its powers unhampered by the restrictive procedures appropriate for litigation in the courts. See *Federal Communications Comm'n* v. *National Broadcasting Co.*, 319 U. S. 239, 248. But so long as the Congress has deemed it right to subject the orders of the Commission to review by this Court, the duty of analyzing the essential issues of an order cannot be escaped by too easy reliance on the conclusions of a district court or on the indisputable formula that an exercise of discretion by the Commission is not to be displaced by a contrary exercise of judicial discretion.

What may be an obvious matter of judgment for the Commission in one situation may so profoundly affect the public interest in another as not to be a mere exercise of conventional discretion. Determinations by the Commission are not abstract determinations. We are not here called upon to pass on the abstract question whether the Commission may refuse to reconsider a problem before it although enlightening new evidence is promised. We are faced with a particular order of great significance. It is not the effect of this order upon commercial rivalries that gives it moment. The Communications Act was not designed as a code for the adjustment of conflicting private interests. It is the fact that the order originates color television, with far-reaching implications to the public interest.

The assumption underlying our system of regulation is that the national interest will be furthered by the fullest possible use of competition. At some point, of course, the Commission must fix standards limiting competition. But once those standards are fixed, the incentive for improvement is relaxed. It is obvious that the money spent by the public to adapt and convert the millions of sets now in use may well make the Commission reluctant to sanction new and better standards for color pictures if those standards would outmode receiving sets adapted to the system already in use. And even if the Commission is willing to adopt a second, inconsistent set of color television standards sometime in the future, the result will be economic waste on a vast scale.

And all to what end? And for what overriding gain? Of course the Commission does not have to wait for the millennium. Of course it does not have to withhold pictures from the American public indefinitely because improvements in color transmission will steadily be perfected. That is not what is involved here. What the Commission here decided is that it could not wait, or the American public could not wait, a little while longer, with every prospect of a development which, when it does come, concededly will promote the public interest more than the incompatible system now authorized. Surely what constitutes the public interest on an issue like this is not one of those expert matters as to which courts should properly bow to the Commission's expertness. In any event, nothing was submitted to us on argument, nor do I find anything in the Commission's brief of 150 pages, which gives any hint as to the public interest that brooks no delay in getting color television even though the method by which it will get it is intrinsically undesirable, inevitably limits the possibilities of an improved system or, in any event, leads to potential great economic waste. The only basis for this haste is that the desired better method has not yet proved itself and in view of past failures there is no great assurance of early success. And so, since a system of color television, though with obvious disadvantages, is available, the requisite public interest which must control the Commission's authorization is established. I do not agree.

One of the more important sources of the retardation or regression of civilization is man's tendency to use new inventions indiscriminately or too hurriedly without adequate reflection of long-range consequences. No doubt the radio enlarges man's horizon. But by making him a captive listener it may make for spiritual impoverishment. Indiscriminate use of the radio denies him the opportunities for reflection and for satisfying those needs of withdrawal of which silent prayer is only one manifestation. It is an uncritical assumption that every form of reporting or communication is equally adaptable to every situation. Thus, there may be a mode of what is called reporting which may defeat the pursuit of justice.

Doubtless, television may find a place among the devices of education; but much long-headed thought and patient experimentation are demanded lest uncritical use may lead to hasty jettisoning of hard-won gains of civilization. The rational process of trial and error implies

† EDITOR'S NOTE: Rare legal terminology; word *dubitante*, when appended to a judge's opinion, means he doubts the correctness of the decision but does not necessarily dissent.

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a wary use of novelty and a critical adoption of change. When a college head can seriously suggest, not by way of irony, that soon there will be no need of people being able to read—that illiteracy will be the saving of wasteful labor—one gets an idea of the possibilities of the new barbarism parading as scientific progress.

Man forgets at terrible cost that the environment in which an event is placed may powerfully determine its effect. Disclosure conveyed by the limitations and power of the camera does not convey the same things to the mind as disclosure made by the limitations, and power of pen or voice. The range of presentation, the opportunities for distortion, the impact on reason, the effect on the looker-on as against the reader-hearer, vary; and the differences may be vital. Judgment may be confused instead of enlightened. Feeling may be agitated, not guided; reason deflected, not enlisted. Reason—the deliberative process—has its own requirements, met by one method and frustrated by another.*

What evil would be encouraged, what good retarded by delay? By haste. would morality be enhanced, insight deepened, and judgment enlightened? Is it even economically advantageous to give governmental sanction to color television at the first practicable moment, or will it not in fact serve as an added drain on raw materials for which the national security has more exigent needs?

Finally, we are told that the Commission's determination as to the likely prospect of early attainment of compatibility is a matter within its competence and not subject to court review. But prophecy of technological feasibility is hardly in the domain of expertness so long as scientific and technological barriers do not mak prospect fanciful. In any event, this Court is not w experience in understanding the nature of such c cated issues. We have had occasion before to c complex scientific matters. *Telephone Cases*, 126 U. *McCormick* v. *Whitmer*, 129 U. S. 1 (harvester); *Co.* v. *Dovan Corp.*, 276 U. S. 358 (improvement canization of rubber); *DeForest Radio Co.* v. *G Electric Co.*, 283 U. S. 664 (high-vacuum discharge *Radio Corporation* v. *Radio Engineering Laboratori* U. S. 1 (audion oscillator); *Marconi Wireless* *United States*, 320 U. S. 1 (wireless telegraphy ment); and *Universal Oil Products Co.* v. *Globe* *Ref. Co.*, 322 U. S. 471 (oil cracking process).

Experience has made it axiomatic to eschew dog in predicting the impossibility of important develo in the realms of science and technology. Especially the incentive is great, invention can rapidly upset ing opinions of feasibility. One may even generali once the deadlock in a particular field of inquiry is progress becomes rapid. Thus, the plastics indus veloped apace after a bottleneck had been broken chemistry of rubbers. Once the efficacy of sulfan was clearly established, competent investigators work experimenting with thousands of compound new and better antibiotics became available in a uous stream. A good example of the rapid cha opinion that often occurs in judgment of feasibility nished by the cyclotron. Only a few years ago guished nuclear physicists proclaimed the limits energy to which particles could be accelerated by of a cyclotron. It was suggested that 12,000,0 protons were the maximum obtainable. Within a y limitations previously accepted were challenged. present time there are, I believe, in operation in the States at least four cyclotrons which accelerate to energies of about 400,000,000 volts. One need n the insight of a great scientific investigator, nor th ness of the untutored to be confident that the pro tions now made in regard to the feasibility of a "c ble" color television system will be falsified in th near future.

* "Broadcasting as an influence on men's minds has great possibilities, either of good or evil. The good is that if broadcasting can find a serious audience it is an unrivalled means of bringing vital issues to wider understanding. The evil is that broadcasting is capable of increasing perhaps the most serious of all dangers which threaten democracy and free institutions today—the danger of passivity—of acceptance by masses of orders given to them and of things said to them. Broadcasting has in itself a tendency to encourage passivity, for listening as such, if one does no more, is a passive occupation. Television may be found to have this danger of passivity in even stronger form." Report of the Broadcasting Committee, 1949 (Cmd. 8116, 1951) 75.

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for fashion groups and the like. It is even reported sending Dr. Peter Goldmark to Geneva, where international TV standards are under discussion, in effort to sell other nations on CBS color.

* * * *

Stations haven't had much to say, still sit tight. CBS is undoubtedly getting more gear from Remington Rand to equip its KTSL, Los Angeles, and partially owned WTOP-TV, Washington, possibly also other outlets.

Remington Rand says it's in good shape to handle orders, has had lots of inquiries lately, but no firm station commitments yet. Company says it has already got its initial costs out, believes potential competitors would have tough time catching up. Delivery of camera ordered now could be made in 120 days, it says.

DuMont says it will accept orders for CBS camera chain, has been building new one easily adaptable to system. GE likewise reports simple adaptability of its equipment. RCA, which once made color camera for CBS, says "no comment" at present.

CANADA'S TV and radio will remain under control of Canadian Broadcasting Corp. if Parliament follows recommendations submitted this week by Massey Commission on Arts, Letters & Sciences. For TV—only 2 stations yet authorized being CBC's (Vol. 7:22)—Commission proposes:

(a) No private stations be licensed until CBC national programs are available, and private stations be required to serve as CBC program outlets.

(b) Financing of CBC's TV programming to come from Federal treasury, with commercial revenue and TV license fees to pay operating expenses.

(c) CBC to exercise strict control over TV stations to avoid excessive commercialism and encourage use of Canadian talent.

(d) Entire question of telecasting in Canada be reexamined by independent body within 3 years after start of regular service.

Commission gave CBC administration 4-1 confidence vote, rejected broadcasters' appeals for separate board to control both CBC and private stations. Report recommended private broadcasters' licenses run for 5 years instead of present 3, and that private broadcasters be granted right to appeal CBC rulings to Federal courts. Commission wants present $2.50-per-set radio license fee unchanged, didn't recommend any specific TV fee.

Census Bureau's count of 5,120,000 homes with TVs as of April 1950, though more than year old, establishes sort of bench-mark for industry statisticians. Preliminary *1950 Census of Housing Report*, released this week, discloses this number of TV homes (census takers also counted refrigerators, heaters, etc.): 4,376,000 urban dwellings with sets, or 15.8% of urban total; 571,000 rural non-farm homes, 6.8%; 174,000 rural-farm, 3%. Northeast and North Central areas had about 75% of all. Census Bureau count compares with NBC's April 1, 1950 sets-in-use figure of 5,343,000 (Vol. 6:16), May 1 figure of 5,846,000 (Vol. 6:20). Census takers found radios close to saturation—40,093,000 out of 45,875,000 homes (95.6%).

Republic Pictures opens film vaults to TV in deal very much like Lippert's (Vol. 7:17), whereby Petrillo's AFM agrees to release of either old or new films if new musical scores are recorded for TV and 5% of gross receipts from TV is paid to union. Move is first by any member of big MPA. President Herbert Yates has assured exhibitors releases will be only old films, depending on TV revenue potential. Meanwhile, Lippert is leasing 26 films to WCBS-TV in New York, KTLA in Los Angeles (owned by Paramount Pictures) and WGN-TV, Chicago, for reported $70,000, $69,000 & $67,500, respectively.

Paramount Pictures' net earnings for first quarter were estimated at $1,411,000, as against $1,441,000 a quarter 1950, by president Barney Balaban at June 5 stockholders meeting. Figure doesn't include $205,000 ($597,000 first quarter 1950) in profits from partially owned companies, principally DuMont in which Paramount has 29½% interest. Paramount also holds half interest in Chromatic Television Laboratories (Lawrence tube; 7:22) and International Telemeter Corp. (free; Vol. 7:22). Balaban said increase in foreign revenue "in the face of a contraction of our domestic market" was enough to offset higher taxes and amortization charges.

As to TV's impact, Balaban said: "It is now clear that TV has had its unmistakable effect upon our business, particularly in those areas of high TV concentration such as New York, Chicago, Detroit and Los Angeles." But change from wartime to peacetime economy—not TV—has been principal cause of movie slump, he added. "With further expansion of television, we can expect its increasing influence on our business," Balaban said, adding that "it will not be an adverse influence." He gave "beneficial" relationship" between film and TV industries as Paramount's aim, cited successful operation of its TV station KTLA, Los Angeles. Stockholder Benjamin M. Cohen charged "bungling" in Paramount's TV and research department had cost company more than $4,000,000 a year, but company officials said only $1,500,000 had been invested in TV research in 7 years.

Extension of TV network to Miami will take "at least a year," reports AT&T official following ABC announcement this week that it had asked phone company to connect Miami's single outlet, WTVJ (Wometco theaters). Meanwhile, further extensions seem to be in prospect between U. S. and Canada. Tests to determine best means for microwaving TV signals from Buffalo to Toronto were reported in April *Electrical Digest*, Toronto, quoting Harold G. Young, Canadian Bell western area gen. mgr.: "We know we can bring TV in and provide good quality reception, whenever the time comes for its authorization." CBC's Toronto station is due on air in early 1952 (Vol. 7:22). And, NBC has asked that following cities be connected next year: Tulsa, Oklahoma City, Fort Worth-Dallas, San Antonio, Houston—microwave route now under study by AT&T engineers (Vol. 7:6, 20).

June 1 sets-in-use reported since NBC Research's "census" of May 1 (Vol. 7:21): St. Louis 293,000, up [illegible]; Washington 265,250, up 4250; Fort Worth-Dallas [illegible], up 3736; Memphis 87,871, up 2871; Omaha 79,098, up [illegible]; Miami 70,000, up 5000; Greensboro 69,556, up [illegible]; Norfolk 69,130, up 1830; Utica 43,500, up 1500.

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No RTMA-sponsored anti-CBS advertising campaign is in the works, though RTMA plans brochure to give dealers its evaluation of color situation. Individual manufacturers say they intend to slap back hard in big ads, if CBS "plays rough" in its promotion campaign and further depresses their already moribund sales.

Sample of industry ammunition, at this stage of game, comes from Philco's James Carmine, one of industry's savviest merchandisers. In statement to Philco distributors and dealers, he said:

"The situation is exactly as it was last October when the FCC first issued its ruling...We advised all Philco distributors and dealers that even though FCC had approved a color system, actual color signals would be on the air during fringe hours and on a very limited basis. These limited color broadcasts will not interfere with the great TV programs of today...The present firmly-established black-and-white TV service will continue to be the basic system of commercial TV for years to come. [A compatible system], in the very near future, should be ready for field-testing. It will require, however, refinements of the receiver as well as refinements of the color picture tube before it can be presented to the Commission...We firmly believe that this all-electronic color system [will] become the very finest color TV system in the world."

He went on to say that Philco sets now being made are equipped for easy adaptation, thus enabling customers to buy with assurance of protection.

* * * *

Talk of "immediate" color production on any sizable scale by CBS adherents is pooh-poohed by major manufacturers. Sure, they say, anyone can build samples, but it takes 6 months for any serious start on mass production. They point to critical shortage of engineers, who are wrapped up in military developmental work on 5 times as many kinds of electronics gear as in last war. You can't sustain an industry, they say, by a few thousand sales to gadget fans and wealthy novelty-seekers.

Idea of cheap color sets, converters or adapters is just day-dreaming, as far as top manufacturers are concerned. Even Zenith engineers, who built CBS sets for medical demonstrations, claim mere adaptation means almost complete rebuilding of sets now in hands of public, with scarcely any servicemen able to handle the job. [illegible] disagrees, contends a few adapter designs can take care of all existing sets.

Sets now being built are something else. They can be designed to take adapters later. Matter of fact, Philco's new line (Vol. 7:22) was built just that way. Company says it has adapters for anyone who wants them.

* * * *

Color's impact on sales is hard to figure, simply because business is so bad anyway (see Trade Report). Some say customers' color queries have petered out. Others claim it's just beginning, is one more factor keeping people away.

CBS's forthcoming campaign, countered by RCA demonstrations and possible other counter-campaigns, may leave color-impact element impossible to segregate.

It's not likely FCC will give forth with any "advice to the consumer" -- not in near future, at least.

FCC hasn't distinguished itself in past for acumen about economic trends, or for its knowledge of manufacturing costs or its awareness of current demands on electronics industry. At moment, its policy is also "wait and see," and members now apparently appreciate it too has tremendous responsibility not to dry up an industry. "Gradual evolution" is attitude, and "open door" to compatibility is policy.

* * * *

Press handling of color story remains quite accurate, with few exceptions. [illegible] egregious slip was May 29 Chicago Sun-Times headline, reading: "Court Backs CBS, [illegible] Week--Color Video." But later editions read: "Color TV Here But Sets Aren't."

RCA is distributing brochure of reprints of stories and editorial comment [illegible] newspapers and trade press throughout country, most showing remarkable grasp of [illegible] and implications of complex color issue. It's designed to help distributors and dealers explain things to buying public.

CBS keeps up flow of publicity pending Big Day, carrying on demonstrations

First offering may be AM-FM combination which could cost up to $1000. New York will be first market -- for "several thousand."

Company says CBS has spurned offer of tube. CBS denies that, says it was never offered. But Paramount feels some big firms will be buying it soon, claims it can be mass-produced much more easily and cheaply than RCA's.

Among other manufacturers in the CBS color act: Tele-tone reports that its converters will be available for "under $100" by Aug. 1; Tele King says it will go into production "soon" on color-producing "Fadrak," described only as a plastic panel that is "wired directly to the body of the receiver"; Muntz claims that color production activity has already begun. And there's the inevitable flock of fringe operators, unknowns who promise everything -- including one advertising "color adapter" for $14.95 "to convert black and white TV to color."

* * * *

CBS's colorcasting schedule, as tentatively proffered affiliates, starting June 22, date of Supreme Court mandate: 10:30-11 a.m. & 11:15-11:45 p.m. daily plus 2:30-3 p.m. Saturdays. Among shows reportedly planned are color repeats of portions of regular Godfrey, Big Top, Ed Sullivan shows.

Some 25 sponsors are said to be lined up, to pay $300-$400 an hour for time and facilities. Included are major advertisers, many of whom have been given color demonstrations of their products (Vol. 7:11,14).

CBS's problem is how to make these sponsors stick when publicity value peters out -- which many think is bound to happen before size of audience can grow to anything worthwhile.

* * * *

No break in industry front was apparent at RTMA convention in Chicago this week. Top-level executives heard GE's Dr. W.R.G. Baker and Philco's David Smith describe work of NTSC's Ad Hoc color committee (Vol. 7:1,18,22), agreed to throw weight into development of projected all-industry "composite" system.

Some companies have their own ideas about methods for building upon basic principles of NTSC plan, which majors have accepted as better method of producing color -- giving rise to speculation about schism among manufacturers. Actually, no break is apparent between RCA and others on Ad Hoc committee -- DuMont, GE, Philco, Hazeltine, Sylvania -- but it's apparent the others don't want system to bear "onus" of FCC attitude toward RCA.

Hence they refer to "composite, compatible, all-electronic system," though it is said by members to be basically the same one RCA promises to show in July.

No one knows when FCC will be asked to reconsider compatible system. Field testing certainly will take some months, and public reaction to demonstrations of RCA system, which embraces Ad Hoc's recommendations, will be watched closely.

GE announced that it will begin test colorcasts, in Syracuse, "as soon as possible," using still pictures at first, live programs later. NTSC will be reorganized into 8 panels June 18, for coordinated attack on problems. Plan is to bring perfected system to Commission's attention by end of this year.

Added impetus for other manufacturers will come with RCA's June 19-20 New York symposium on tri-color tube (Vol. 7:22), right after which 17-in. samples will be made available to licensees and during which 21-in. model will be shown. RCA will telecast its system for many showings to public, press, technical bodies -- first in New York, then in other cities via coaxial and microwave. RCA Chairman Sarnoff sails for Europe June 15, leaving direction of company's "color campaign" in hands of committee headed by president Frank Folsom.

But "it's a race against time," as chairman Robert Sprague frankly warned RTMA members. He pointed out that if CBS sets or converters sold in any quantity, compatible system would face problem of being "incompatible" with CBS system -- as FCC's own decision said in declaring "open door policy" on compatibility.

This time factor may induce RCA, or someone else -- if industry progress seems too slow -- to go to Commission on its own system even before whole industry agrees on all system details.

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Television Digest WITH AM-FM REPORTS

Color Report
June 9, 1951

CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020

COLOR WAR AWAITS SETS, SHOWS, SALES: Basic color picture hasn't changed much in the fortnight since Supreme Court decision. It shapes up as series of running publicity skirmishes until CBS unleashes its biggest guns when it goes commercial June 22, or thereabouts, and RCA counters with public demonstrations of its own system "in early July." Main battleground will first be New York area.

But all this will still be just publicity. A realistic showdown isn't seen likely until people can walk in and buy color apparatus and make clear, by their purchases over a period of time, whether CBS-type color warrants a mass production industry -- and can stand the gaff in a "price market."

Even then, a compatible system may be placed before FCC in such an attractive package that the Commission must carry out its promise to reopen whole issue, regardless of incompatible system's status at the time. Meanwhile --

* * * *

(1) It's obvious that color sets aren't here yet, won't be cheap when they do come. Authority for that is Air King itself, soon to be "CBS Columbia Inc., consumer products division of CBS."

(2) CBS is counting on slim initial colorcasting fare to precipitate big promised demand for sets. That's apparent in its proposed color schedule, which is carefully set up to minimize black-and-white dislocation.

(3) Mass of manufacturing industry, despite fact current trade is badly shot (see Trade Report), has become sold on all-industry compatible system, hasn't been panicked into climbing on CBS bandwagon.

* * * *

Price of Air King's color sets, shown to press June 4, came as surprise, in light of CBS's consistent "inexpensive" talk. TV-only 10-in. consoles, with magnifiers giving 12½-in., will run $400 & $500, depending on style. And these have only manual switch to go from color to monochrome.

"Early September" deliveries of sets, to be called "CBS Colorvision," are promised. Company says it recognizes gamble in tooling for color in face of possible materials shortages. It has no present plans for converters or slave units.

Black-and-white sets will remain basic, because of price, even Air King officials are telling trade. Though confident color sets will sell like hot cakes, they're no less positive than rest of industry in saying that black-and-white will continue to be industry's main product for long time to come. Adapters, to enable most and present black-and-white sets to receive CBS color in monochrome, will be built -- cheap, they say.

When new CBS subsidiary will make drum sets instead of disc type, so as to get bigger pictures, wasn't indicated. Air King also takes dim view of tri-color tube, saying Hytron is working on one of its own to be used whenever practical.

Color demand is enormous, says Air King, but it also reports great increase in black-and-white business and dealers clamoring for franchises. Company reports it now has 35 major distributors, and is "closing up weak spots" elsewhere. About 80% of business is private label, including Sears Roebuck.

* * * *

Paramount's "Chromatic TV" seems to promise earliest date, July 1, for combination color-monochrome sets. These will be built around Lawrence tri-color tube (Tel. 7:22), which officials admit doesn't give quite as sharp a picture as disc but promises pictures 17-in. and 21-in. or larger.

Chromatic's plans don't seem very clear. It has no distribution setup, is hazy about production facilities. Tieup with big department stores is possible.

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...VERING OF THE COLOR PRINCIPALS: Color showdown -- or a series of them -- is ...to come. Crescendo of activity and publicity continues to rise:

June 18: National Television System Committee (RTMA-IRE) reorganizes into ...is for all-out assault to perfect details of all-industry system (Vol. 7:23).

June 19-20: RCA reveals all its latest know-how on tri-color tube manufac- ...to 231 patent licensees, including CBS-Hytron, in New York's Waldorf-Astoria.

June 25: CBS inaugurates commercial color with an all-star show, featuring ...ur Godfrey and piped to Boston, Philadelphia, Baltimore, Washington.

July 9, or thereabouts: RCA begins public demonstrations of its system -- ...tions and schedules yet undisclosed.

From then on, it's up to public to answer these questions:

(1) What happens to black-and-white sales before color sets appear?

(2) How well will color sets sell when they begin trickling through in ...le of months? And how will they affect black-and-white market?

* * * *

But status of compatible system may be an even bigger imponderable. That's ...to FCC and probably RCA -- since rest of industry, through NTSC, isn't expected ...place its system before FCC prior to fall or winter.

FCC's position was reiterated in question-answer statement released this ...Commission indicated that CBS system is "law of the land," that compatible ...tem will be considered only when it completely fulfills all requirements laid ...in original color decision, namely -- petition for hearing must be filed; ...liver must be delivered to Commission; signal must be put on air in Washington; ...tem must meet 7 rigid performance criteria (see Oct. 14 Special Color Report).

Nothing new or unexpected in that. But various interpretations have been ...on this statement: "Persons with genuine programs of experimentation...may carry ...their experiments by securing [appropriate authorizations]. Such authorizations, ...ever, do not permit the rendition of a regular broadcast program service nor may ...of the programs be sponsored."

Whether this cramps RCA's style in its off-air public showings remains to ...seen. Closed-circuit demonstrations are something else; FCC admits it has no ...jurisdiction there. Extent and nature of off-air showings will undoubtedly deter- ...the Commission's attitude. At least one commissioner has made it clear he doesn't ...demonstrations used for "exploitation" purposes (Vol. 7:22).

Comr. Hennock's attitude toward compatible system was reiterated on June 10 ...the Press telecast when she said she thinks such system is ultimate answer, and ...whether "it might be a good idea to have dual standards and let the public ...the answer." She also said that present sets won't be obsolete for 5-10 ...Nevertheless, she defended CBS system as a "very great improvement that ...kept from the public."

RCA's intensity can't be underestimated. Although it goes along with NTSC ...system principles, it apparently feels it's way ahead of the pack, may well ...to Commission on its own in near future. But it isn't saying so, yet.

RCA has set up top-echelon committee to handle color in absence of chairman ...who left June 15 for 2 months in Europe. It comprises RCA's Frank Folsom, ...Schmit, C.B. Jolliffe, Mannie Sacks, NBC's Charles Denny and Frank Russell. ...NBC-TV has temporarily detached program manager Ernest Walling for full-time ...ision of color programming.

Gen. Sarnoff predicted, in June 13 speech at Chicago's Mundelein College, ...black-and-white "will remain the backbone of the TV industry for a number of ...to come," said "we hope and believe" FCC will eventually approve RCA system.

* * * *

CBS's gala June 25 color opening, set for 4:30-5:30 p.m., will feature FCC ...Coy, CBS's Wm. Paley and Frank Stanton, in addition to network's top stars ...Godfrey, Ed Sullivan, Faye Emerson, Garry Moore, Sam Levenson, et al. Show will ...sored, participation, probably by stars' regular sponsors.

Regular daily schedule begins June 27, 10:30-11 a.m. & 4:30-5 p.m. with

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early afternoon shows added on Saturdays. CBS is said to be dickering with Mills for regular sponsorships.

Programs will be offered to WMAR-TV, Baltimore; WNAC-TV, Boston; WCAU-TV, Philadelphia; WTOP-TV, Washington.

E.K. Jett, director of Baltimore Sun's WMAR-TV, says he'll carry only ... ing schedule, can't clear afternoon, will use occasional early Saturday afternoon show. Station has borrowed two 10-in. table sets from CBS, will display them in lobbies of old and new Sun buildings. It has also ordered color monitor from ... Mfg. Co. No big promotion is planned, Jett says, but newspaper will carry ... inviting public in and will feature news stories on color.

John Hayes, manager of WTOP-TV (55% owned by Washington Post, 45% by ... says station will carry morning programs only, will have couple sets for display in station lobby, doesn't plan heavy newspaper promotion.

Expected CBS publicity campaign hasn't broken in full force yet. However, Retailing Daily has story to effect that $12,000,000 promotion was to start ... on CBS's own facilities, newspapers and magazines. Story came from Los Angeles ... based on interview with Jack Covel, head of Exclusive Sales Corp., Air King distributor. He said he had conferred with CBS officials, believed that color would ... air in Los Angeles in 60 days, that 12½-in. converter would be available for ... $200," that "we will guarantee in writing, if necessary, that converter units ... installed in a matter of minutes by a serviceman."

Meanwhile, CBS issues news releases daily, quoting glowing tributes from Walt Disney, members of Japanese radio delegation, CBS programmers, etc.

* * * *

Aside from RCA, most outspoken critic of Commission among major manufacturers seems to be Emerson's Ben Abrams. In June 12 talk to Assn. of Customs brokers in New York this week, he said:

"The CBS system is an imposition on the public. With all its other drawbacks, it will be at least 2 years before color sets can be available to the ... generally, allowing for the time required to tool up for mass production. A few may be seen next fall, but they will be for demonstration purposes only. Furthermore, to adapt present sets to receive CBS color broadcasts in black-and-white cost the owner $50 to $100 for an adapter, plus $150 to $200 for a converter to receive color." And he said that such equipment might not pass underwriters' ...

As for compatible system, Mr. Abrams said: "Its advantages will be concretely demonstrated to the public through comparison of the limited entertainment value of the mechanical color system with great strides made in black-and-white ...

Another strong-minded manufacturer, H.L. Hoffman, after attending RMA Chicago convention (Vol. 7:22), stated: "It would appear that the prospects of ... nessing the entire know-how of the electronic industry in the NTSC system is a good one, and one that will not only protect the retail customer, but give the industry sufficient latitude for future technical developments."

* * * *

The few manufacturers going along with CBS apparently have settled down to carry out color production promises or have merely settled down. Air King, officially a CBS subsidiary (see Financial Notes), is still promoting its black-white sets to the trade, saying they're adaptable to color and uhf. Its color, when they do come, will all be disc-type initially, not drum, since company ... has to lick problem of splitting or folding up drum for black-and-white receivers.

Paramount's "Chromatic Television Labs" hasn't said any more about ... since it promised demonstrations of combination color-monochrome receivers ... (Vol. 7:22), but it did announce signing research and development contract ... Force, covering tri-color tube and "general electronic projects."

Really unusual color angle is that of Majestic. In full-page ad ... Retailing Daily, it announced: "Coloramic" TV -- "It's Magical! It's Spectacular! It's Colorific! You don't need color telecasting in your city to see color ... Majestic TV." Majestic turns out to have red-blue-green piece of film which ...

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placed in front of tube. Colors don't change, have no relation to subject matter, according to company officials. Majestic says it also expects to make film available to trade, to sell for about $10 for 16-in. tube.

A "color guarantee" was offered in New York by big Vim chain -- a contract to supply current set purchasers with adapters and converters at cost. Terms of contract leave Vim well-protected against almost every contingency of price, availability and performance.

Both FCC and RTMA agree that color and uhf should be among subjects of fair trade practices conference scheduled June 22 by Federal Trade Commission (Vol.7:23). It remains to be seen what FCC will recommend, but it's to be noted that Commission offered no "to buy or not to buy" advice in its question-answer statement.

THEATRE-TV 'PREMIERE' SCORES A HIT: America's first theatre TV "network" experiment was a terrific success -- judging from our own observations and from newspaper comments. All 9 theatres in 6 cities presenting the June 15 Joe Louis-Lee Savold heavyweight bout were packed to overflowing, with thousands turned away.

Madison Square Garden, too, was filled near capacity -- 18,000 spectators, an unusual crowd for a non-title fight these days. But success of initial International Boxing Club-movie house effort doesn't fully secure theatre TV's standing as substantial rival to free home TV (Vol. 7:23).

Tremendous publicity attending this "premiere" -- together with fact that bout was postponed twice because of rain to Friday night, normally a good theatre and fight night -- may have had considerable effect on attendance. Ticket sales for fight itself, not telecast at all nor shown in New York theatres, lagged when bout was originally scheduled at Polo Grounds June 13, picked up Friday when it was moved indoors. The 18,000 crowd wouldn't have been very impressive at Polo Grounds.

Nathan L. Halpern, who set up the cable-microwave network, said after show: "This is strong evidence that the public will pay to see programs they want on TV, film or whatnot. This will encourage further development of theatre TV."

Fight was shown in Albany, Baltimore, Washington, Pittsburgh, Cleveland and Chicago. Theatres in Boston, Binghamton, Detroit, Minneapolis were unable to get material line clearances. IBC got percentage of theatres' take, varying from house to house. It didn't amount to much compared to the $100,000 offered by home-TV sponsor Pabst, but all parties emphasized hookup was purely experimental.

* * * *

We saw the show at RKO Keith's in Washington. Line in front of boxoffice began 4 hours before 10 p.m. fight time. By 9:45 it extended more than a city block. We selected 12 people at random, found that 9 of them had TVs at home. Some grumbled about having to pay to see TV -- nevertheless they were waiting in SRO line.

Crowd was cool at first, but warmed up quickly when real action began in second round. By knockout round (sixth) there was much of the vocal enthusiasm of fight arena in the theatre audience. Most of the audience didn't stay to see the feature picture, although it was shown as part of the bill.

Enthusiasm for theatre TV was apparent in the crowds leaving the theatre. The 15x20-ft. picture, while dim, fuzzy and lacking in depth by movie standards, was superior to home TV, in opinions we heard after the show. And there was certainly more of a feeling of "being in the arena" than with home set.

But theatre TV hasn't established itself by this one event as a big-time competitor to free home TV. More experiments are to follow. Same "network" will carry 2 more IBC bouts in next few weeks: Jake LaMotta-Irish Bob Murphy June 27, Max Layne-Rocky Marciano July 11. Time alone will tell whether the public will pay to see events which have been kept off their TV screens at home.

* * * *

Surprising angle in fight telecast was fact NBC camera crews shot the fight for the theatres. This plug appeared on theatre screens: "This theatre telecast has been made with the technical facilities of the National Broadcasting Co."

Apparently NBC doesn't want to be left out in the cold if theatre TV does become important factor on the American entertainment scene. It's known also, that

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whether they hold licenses in public interest: (1) Assistance in civic improvement; (2) Promotion of educational and cultural opportunities. (3) Integrity of the news; (4) Promotion of community labor relations and inter-racial understanding. (5) The wholesomeness of entertainers and their sense of responsibility as "visitors" in the home. (6) Fairness in controversial issues. (7) Reliability, good taste, excesses in advertising. (8) Advertiser domination of program schedules.

Self-criticism during discussions included warning from Paramount's Paul Raibourn, citing movie industry's experience, to "organize or be censored" -- and he urged positive action, not mere list of "don'ts".

NBC passed around newly-published booklet "Radio and Television Broadcast Standards" setting forth its limitations on commercials, restrictions on "indecent exposure," "lewd dances," "sex references" -- first such code-book yet published, available from network on request.

There was some disappointment that more of the 107 stations weren't on hand but prominently present were ABC and CBS representatives, auguring possible return of those networks to NARTB membership.

COLOR NOW UP TO PUBLIC AND INDUSTRY: A 5-city network, top-flight talent, one hour of programming daily, a handful of friendly sponsors -- and 20 receivers available for public showings of color TV.

These are the simple facts as CBS begins commercial colorcasting June 25.

Watching with keenest interest will be a skeptical industry, still largely opposed to the FCC-approved CBS system, still dubious about its public saleability, still bent on perfecting and proving a superior all-electronic system.

FCC Chairman Coy will participate in debut -- but he has also consented to take a look at RCA's tri-color tube next week, personally accompanied by president Frank Folsom, with presumably a full-blown demonstration.

Significant also was industry's all-out mobilization this week to whip into shape its promised compatible system. Prospects looked so good that, at week's end even that wary scientist-industrialist Dr. Allen DuMont was impelled to declare, after his lab workers had hooked their own test color circuits to RCA tricolor tube:

"For the first time, I have seen color pictures which I consider eminently satisfactory and practical for home receivers." For the first time, reporters found the usually cautious and skeptical Dr. DuMont really enthusiastic.

* * * *

Publicity is by far the most important device left to CBS. It's about only thing that could break the chicken-egg cycle, and possibly create demand for color sets that CBS hopes other manufacturers will find impossible to resist.

No great promotional campaign had been started up to our press time, but everyone is expecting big ad splurge (in the 5 cities) to herald June 25 "premiere". CBS is now apparently playing its promotion by ear -- an unusual practice for that company, known for its well-planned, long-range campaigns.

CBS's relative quietness on color lately has some people thinking that true zeal is somewhat lacking within the organization -- clearly manifest among many of its employes and among its own station affiliates.

Moreover, CBS is now deep into TV manufacturing field (Vol. 7:15,20,24) -- with the same stake in its selling economics as all other manufacturers.

* * * *

All 5 stations will carry Monday's 4:30-5:30 premiere. After that, here's the setup, as revealed by the stations:

New York: WCBS-TV will undoubtedly transmit all scheduled colorcasts -- 10:30-11 a.m. & 4:30-5 p.m. daily, plus some Saturday sports events, including major football games if NCAA permits (Vol. 7:24). CBS will have 10 sets for press and public, but had not disclosed their locations.

Baltimore: WMAR-TV will carry morning shows only, plus occasional Saturday events. Two 7-in. sets, magnified to 10-in., borrowed from CBS, will be used for public showings in lobbies of old and new Baltimore Sun buildings (Vol. 7:24).

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Boston: WNAC-TV can handle only morning shows, has also borrowed 2 sets om CBS, will display them at Jordan Marsh dept. store until CBS takes them back, cording to manager Linus Travers. Hub Distributors has an Air King, plans show- gs in Hotel Somerset for its dealers Monday and several days thereafter.

Philadelphia: WCAU-TV plans to carry only Saturday programs, nothing on ekdays for the present. It also has 2 sets on loan from CBS, will show them in s own auditorium.

Washington: WTOP-TV will accept morning programs only, including 10-10:30 st pattern. Three sets are on hand for the premiere, fabricated by stations' own chnicians -- one at Carlton Hotel for FCC, Congressmen, other VIPs; one at studio, monitor at transmitter. Manager John Hayes reports dept. stores and TV dealers ging for display receivers.

Air King (now CBS-Columbia Inc.) won't have quantity of sets ready until te September, and other companies planning sets or converters are moving in rather wly. But CBS spokesman says many home-made sets will be tuned to colorcasts, timating these at "around a thousand" in New York, "hundreds" elsewhere. There re also quite a few manufacturers with field-sequential test sets of their own.

Besides celebrities scheduled for first program (Vol. 7:24), 16 sponsors ve been lined up for it: General Mills, Lincoln-Mercury, Longines, Pabst, Wrigley, ylon, Lipton, NBC (National Biscuit Co., that is), Toni, Monarch Foods, Procter & mble, Standard Brands, Quaker Oats, Best Foods, Pepsi-Cola, Chesterfield.

Four sponsors have bought 13-week station breaks: Phoenix Aristomat (stove wers), O'Cedar (mops), Bulova (watches), Wembley (neckties).

* * * *

Manufacturers' faith in compatible system appeared stronger than ever this k, as National TV System Committee (NTSC) geared itself for field tests, and RCA plied all its licensees with tri-color tube -- key device to system's fruition.

NTSC formed 9 color panels, laid out test program, during June 18 New York eting. [For panel chairmen and vice chairmen, see p. 7.] Now that most manufac- ers have receiving equipment to work with, they'll be able to use the compatible nals transmitted by RCA and DuMont (with Hazeltine assistance) in New York area, in Philadelphia, probably Zenith, Hallicrafters and Motorola in Chicago. ago is only one of the 3 not yet transmitting.

Dr. DuMont's burst of enthusiasm was expressed in June 22 telegram to Coy, r company had fired up RCA tri-color tube. He invited Coy to see it June 25. DuMont admits it will take time to get tube into mass production, but he said Columbia system will take plenty of time, too." To DuMont's recommendation commercial advent of CBS color be delayed, Coy answered: "We concluded our ngs some time ago."

* * * *

RCA's tri-color tube symposium June 19-20, in New York's Waldorf-Astoria, eavily and enthusiastically attended. Each set maker planning experimentation given 16-in. tube and kit of about 15 parts to make receiver for it. They may e when available. Tube makers were also given tube components, with complete on how to put them together, make their own tubes.

Attendees agreed mass production of tube will be tough job, but RCA likened on to that existing when industry geared for black-and-white production.

RCA is concentrating on 3-gun tube at present. Reason is that system is entially simultaneous, and 3 guns give 3 times the brightness of single-gun. stributed are 16-in., but 21-in. (round, metal-coned) was also shown. It has 1,000-dot structure as previous tubes. DuMont claims it is working on tubes y more dots, some even larger than 21-in., using similar techniques.

Observers at symposium say RCA let down its hair completely, answered all s frankly. Apparently, company described no radical changes in techniques revealed in bulletin distributed to licensees (Vol. 7:10).

There was some criticism in press, though, because tube wasn't shown in

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action. Shortly afterward, however, RCA announced public showings to start July 1 -- receivers with tri-color tube picking up live subjects.

First demonstrations will be in Radio City's Exhibition Hall -- from WNBT in morning before regular programming hours, via closed-circuit thereafter. Radio TV and Broadway stars will be featured.

Network transmissions to other cities will be added later, with "at least 100" color sets to be available for public viewing -- some undoubtedly to be placed in Washington and made available to FCC members and staff.

Remote pickup camera has been developed and successfully tested, according to RCA. FCC critics have said that absence of this device was one of biggest factors contributing to RCA's defeat.

RCA indicates no plans to petition FCC to reopen whole color issue at this time. It may well develop into an all-industry request, through aegis of NTSC, after period of field testing (Vol. 7:23-24).

* * * *

Bendix and Crosley caused raised eyebrows this week when former showed CBS-type converter in Chicago and latter announced June 28 press showing of one in New York's Park Sheraton. But both said emphatically that their only purpose was show "readiness to meet demand" if and when it arose.

"Demand" remains keynote throughout industry. But, as one typical manufacturer put it: "A certain type of buyer will buy anything. But the depth of that market won't support mass production."

Another key producer pointed to price of Air King's sets ($400 & $500 for 10-in. magnified to 12½-in.), recalled testimony of Air King president David Cogan in October 1949, to effect that 10-in. color set would sell for only $75-$80 more than the then current $199 table model 10-in. Same manufacturer said his cost engineers reported that 12½-in. color set would cost company $600-$700 to make.

CBS-Columbia Inc. is reported to be paying $60 for motors alone, and one components manufacturer is said to be offering 10-in. disc-motor assembly for $230, 7-in. for $150.

Thus, no mass market is visible to the set makers -- though it's fair to assume that most are prepared to meet any true demand when and if it comes. Matter of fact, one very big manufacturer said he wanted to make 500-1000 color sets just to prove their market sluggishness when compared with far cheaper big-screen black-and-white. But he said his staff talked him out of it.

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That July 1 unveiling of Paramount's "Chromatic TV" set with Lawrence tri-color tube (Vol. 7:24) won't come off. Paramount v.p. Paul Raibourn says tube has to be "finished up," and he admits picture quality "isn't quite up to standards of the CBS picture." He says company won't conduct press or public showings until "people can look at it and say, 'That's it!'" Nevertheless, Raibourn says that the military like the tube, provide a market regardless of set production prospects.

Webster-Chicago, which plans to sell color converters under its own name and offers chassis to manufacturers, is still in "sample" stage. According to V.P. C.P. Cushway: "We're getting the loose ends together. We're getting some inquiries from manufacturers, and they're talking about substantial quantities. But we don't know whether they mean it. We can't move fast until we see the demand. Then there's the materials situation. Manufacturers may not want to jeopardize the market for known products while diverting materials to something new."

* * * *

Cost and efficacy of adapters, to get black-and-white from CBS colorcasts, is another controversial subject. Philco says its new sets are so designed that its own $20 adapter, now available, may be added at any time. Apparently, power-handling capacity of transformer and tubes was stepped up to do the job.

Adaptation of existing sets appears to be something else. Many responsible engineers assert that a true adapter would amount to "half a slave unit, tube and all, minus the disc." Television Equipment Co., New York, has an adapter to re-

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$13.95, but president John Milliken agrees that it would have to be tailored to model of each set. He complains that "we have inquiries from everyone, but no cash-on-the-barrelhead demand. Somebody's got to subsidize it."

* * * *

Industry fought color hearing all over again -- in miniature -- during June trade practice conference held by Federal Trade Commission (see p. 12). RTMA, as as various dealer groups, wanted color and adapter claims tied down on such as: (1) Size of color picture should be stated as size of tube, not magnified (2) Ads must indicate black-and-white pictures from colorcasts have less than standard picture. (3) Size of picture produced by converter must be (4) Ads should indicate whether adaptation requires modification of set, parts, serviceman, etc.

Such restrictions are totally unfair, CBS counsel Richard Salant argued. example, he said, current TV ads don't specify whether sets have complete band-, giving full resolution of transmitted picture.

FTC moves slowly, won't act on recommendations until fall or later, by which the color trend (if any) should be better resolved. FCC had own observer on lawyer Arthur Scheiner, but he merely observed.

TENSITY of FCC's interest in uhf is illustrated by Chairman Coy asked RTMA for opportunity to industry's receiver-converter development to date. is June 29 trip to Bridgeport, where commission- staff will see products of Hallicrafters, GE, Motor- Stromberg-Carlson, DuMont, RCA, Zenith, Capehart- worth, Philco. Scheduled to attend are Comrs. Coy, Hyde, Webster, Sterling, possibly Jones, and staff Cottone, Braum, Simpson, Chapin, Boese.

Meanwhile, Westinghouse, Bendix and tuner-maker Tarzian showed off uhf units this week. West- demonstrated to its distributors in Bridgeport's Barnum. It's continuous-type, claimed to be com- with any other in performance and price.

Bendix converter, unveiled at Chicago Home Furnish- show, featured tuner made by Kingston Co., Kokomo, it's also continuous. Company officials report excel- performance in field tests, including some in Bridge- say they plan to make design improvements.

Tarzian demonstrated his "UT1" at Bloomington, plant. It's useful with any set, regardless of type it contains. Tarzian claims that unit, which whole uhf band, rates particularly high in sensi-

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National TV System Committee reorganized this week color field tests (see story, pages 4-7), shapes up as Dr. W. R. G. Baker (GE), chairman, D. G. Fink D. B. Smith (Philco), E. W. Engstrom vice chairmen. Chairmen and vice chairmen, of various panels: Dr. A. N. Goldsmith (con- D. E. Hyndman (Eastman Kodak), subjective of color; D. G. Fink *(Electronics)*, A. G. Jensen Labs), color system analysis; A. V. Loughren (Hazel- W. T. Wintringham (Bell Labs), color video stand- D. E. Harnett (GE), M. R. Briggs (Westinghouse), synchronization standards; Dr. D. E. Noble (Motor- Rinaldo DeCola (Admiral), compatibility; Dr. T. T. (DuMont), G. E. Gustafson (Zenith), field test- Marx (ABC), R. E. Shelby (ABC), networks; Smith (Philco), I. J. Kaar (GE), coordination of Dr. R. M. Bowie (Sylvania), M. W. Baldwin (Bell definition of terms. Additional organizations rep- on NTSC: Bendix, Color Television Inc. (which brand new system), Crosley, Federal, Hallicraft- Laboratories, NARTB, Tele-tone.

Network TV-Radio Billings

May 1951 and January-May 1951

(For April figures, see *Television Digest*, Vol. 7:21)

NETWORK TV time billings for first 5 months of this year, $43,589,968, already far exceed 1950's total $40,453,878 (about $45,000,000, if you include non-reporting DuMont)—auguring, with higher rates upcoming, better than $100,000,000 network sales for all of 1951. May's $9,398,488 was ahead of April's $9,089,454 (Vol. 7:21) and 5-month total compares with $11,211,455 for same 1950 months, according to monthly Publishers Information Bureau report. Only ABC-TV failed to show gain in May over April, but all gained considerably over May 1950.

Network radio in May went up to $16,518,337 from $15,921,908 in April (Vol. 7:21), totaling $80,572,128 for 5-month period, down slightly from same 1950 months. NBC and CBS showed AM gains over April, ABC and MBS slipping slightly; all but CBS showed gains over May 1950. The PIB figures:

	May 1951	May 1950	Jan.-May 1951	Jan.-May 1950
NETWORK TELEVISION				
NBC	$ 4,946,338	$ 1,583,185	$22,495,292	$ 5,926,465
CBS	3,066,249	1,003,658	14,168,546	3,764,022
ABC	1,385,901	367,989	6,926,130	1,520,968
Total	$ 9,398,488	$ 2,954,832	$43,589,968	$11,211,455
NETWORK RADIO				
CBS	$ 6,763,933	$ 6,319,197	$33,060,678	$30.224,024
NBC	5,329,752	5,639,188	25,260,843	27,709,142
ABC	2,913,834	3,260,839	14,582,390	16,571,195
MBS	1,510,818	1,356,580	7,668,217	7,289,006
Total	$16,518,337	$16,575,804	$80,572,128	$81,793,367

New type of survey, "covering an entire TV area and utilizing complete probability sampling," prepared for Dallas' WFAA-TV by Dr. Ira G. Corn of Southern Methodist U, claims "highest degree of accuracy known to marketing research." Survey indicates 113,947 homes in Dallas-Ft. Worth 12-county area, or 20% of all residences, have TVs—and house 381,722 viewers, or 30% of total population. Survey found that average of 3.3 persons live in a TV home, while all residences average 3 persons, thus indicating TV homes have 12% more people than non-TV homes. According to study, there were 115,717 sets in Dallas-Ft. Worth area May 1 (NBC set "census", Vol. 7:21, reported 117,000). Of these, 61.1% were found to be in 7-county Dallas area, 38.9% in 5-county Ft. Worth area.

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Topics & Trends of TV Trade: Battery-powered, portable TV has been developed by National Scientific Laboratories, 2010 Massachusetts Ave., N.W., Washington, D. C. (Dr. Robert I. Sarbacher), formerly the Wedd Laboratories—and it has been shown some manufacturers with an eye to commercialization. It operates on one or 2 wet cells, each capable of 4 hours of performance, with 25 watts to power 3-in. CR tube magnified to about 5-in. by means of lens. Set also covers full FM broadcast range. It can also operate on house current, and batteries are rechargeable off house current. Only 13 miniature tubes are used, whole unit being encased in satchel-like casing measuring 18x10x5-in., weighing about 21 lbs. It's claimed some 5 lbs. more can be taken off in commercial production, and that set could be made to sell for under $100.

* * * *

Replacement and second-set market doesn't look too promising, as gleaned in ad agency Cunningham & Walsh's fourth annual "Videotown" survey (Vol. 6:26), covering unidentified city of 40,000 that's 50% TV-saturated—believed to be in New York City area. Since 1949, intent of owners to replace sets has been dwindling—11% of TV families that year substituting old sets for new ones with larger screens, 10% doing so in 1950, less than 4% showing interest in doing so this year. As for second sets, only [illegible] families in 1950 had them; this year 65 said they did, and half of these reported first set "in storage." Among non-owners, interest in buying has dropped from 28% in 1950 to 21% this year—but of course non-owners last year were 70% of population, are 50% now.

National Retail Dry Goods Assn., in TV study just released, indicates doubt TV sales will take their usual upturn in September. What's needed are "added incentives to buy," says report—incentives such as price, picture size, features. Report is based on study of TV sales in all markets since 1948, includes charts to show retailer his potential market (which isn't always total of homes in his area). As for color TV, report sees it as "replacement proposition" and sees "slave unit" as having possibilities, otherwise. Copies of 40-page report are available from NRDGA at $5 a copy to members, $10 to non-members.

Reflecting trade slump, Bureau of Internal Revenue collected $17,327,085 in excise taxes on TV-radio sets, parts for May—$897,463 less than April (Vol. 7:21) and down from high of $23,390,352 collected in March (Vol. 7:15). May collections compare with $4,436,908 in same month. Total excises collected from TV-radio for 11 months from July 1, 1950 were $118,432,959, compared to same preceding period's $37,919,797.

Store tie-ins for color promotion are being pushed in a dozen cities. Washington's WTOP-TV has loaned [illegible]. Boston's WNAC-TV is working with Jordan Marsh. And CBS-Columbia Inc. reports it's being flooded with requests from such stores as Lyon & Healy, Shillito, Cincinnati; D. L. Hudson, Detroit; Macy's and Abraham & Straus, New York.

* * * *

Miscellany: Add Kaye-Halbert, Pilot and Telechrome TV plants shutting down for vacations first week in July (Vol. 7:25) . . . Canadian RCA Victor [illegible] construction of $1,000,000 new electronics plant at [illegible] to employ 700 . . . Raytheon's new 3-story, $2,000,000 power tube building at Waltham, [illegible] girders placed at ceremony June 26; it's [illegible] in fall, will add 1000 employes . . . [illegible] leased plant in Nelsonville, O., for production of [illegible] wires for tubes, lamps and electronic [illegible] eventually to move to new building scheduled [illegible] by city of Nelsonville.

Commander Television Corp., New York (M. F. Jaffa, president) is fourth TV set-making firm to go through bankruptcy proceedings thus far this year, having filed petition under Chapter XI of Federal bankruptcy act proposing to pay creditors 100% over 30 months. Liabilities are listed at $86,750, assets $15,600. Creditors include DuMont, $6441; Regal, $3522; Trad, $7641; Victory Container, $3213. According to gen. mgr. Robert Ehrlichman, who resigned June 28, assets actually are $35,000, liabilities actually $68,000. Earlier this year, similar proceedings involved Freed Radio (Vol. 7:10), Richmond Television (Vol. 7:7, 10, 17); Vidcraft (Vol. 7:7, 9).

Emerson's "1952 line" of 15 receivers, featuring 17 & 20-in. only, includes only 2 new models—17-in. console with phono and 20-in. console, each $349.95; instead of regular mid-year distributor convention, Emerson will hold series of regional meetings.

Radio receiving tube sales in May totaled 34,074,356, slightly down from April's 35,883,627, bringing total for first 5 months to 188,235,226. Of May shipments, 21,187,963 went to TV-radio set manufacturers.

FCC's uhf junket to Bridgeport June 29 as guest of RTMA (Vol. 7:25) was most solid evidence of Commission-industry reconciliation since start of color hearing. Chairman Coy was particularly complimentary, in comments at luncheon, suggested RTMA take receiving equipment on tour throughout nation to convince broadcasters of uhf's feasibility. Particularly impressive to Commission was fact uhf is much more resistant than vhf to some types of interference, such as diathermy. Eight manufacturers demonstrated converters, quoted off-the-record tentative prices averaging $40. One showed 1-channel and 2-channel devices to sell for $10-$15. Attending were all commissioners except Jones, staffmen Cottone, Braum, Simpson, Roberts, Boese. Crosley's John Craig was host. Manufacturers demonstrating were Capehart-Farnsworth, Crosley, GE, Hallicrafters, Philco, RCA, Stromberg, Zenith.

President Truman won't withdraw nomination of FCC Comr. Hennock for New York Federal district judge (Vol. 7:24-25), despite opposition of American Bar Assn. and New York City Bar Assn. on grounds lady commissioner is "totally unqualified." President so told press-radio conference June 28. Second week went by without Senate Judiciary Committee setting date for hearing on Miss Hennock's nomination, which American Bar Assn. asked be postponed until after July 15. Support for Miss Hennock has come from fellow New York Democratic Leader Senator Lehman and Rep. Louis B. Heller. New York Republican Senator Ives said he's withholding judgment until after hearings. *New York Daily News* in June 14 editorial, although not taking sides, chided New York City Bar Assn. for not being more specific about its objections.

Eve of July 1 network radio rate cuts (Vol. 7:16-18) saw broadcasters breaking out with rash of trade ads, some strongly worded, to counter implications that radio is on downgrade (Vol. 7:25). Even NBC took full page in June 20 *New York Times* tying in with Jack Gould's series on TV's social and economic impact; it was captioned, "Yes, Mr. Gould, TV does have impact, but . . . Network Radio Reaches More People in More Places at the Lowest Cost . . ." Nashville's WSM got quite emotional: "The infection, until these last few months shielded from the public by the skin and flesh of sober judgment, has broken through, a blood-red rash across the face of the industry . . ." Charlotte's WBT ran coldly factual graphs to show Sunday night listening audiences first quarter this year about same as same months last year. Mutual plumped: "More Radio Homes Than Ever Before."

Telecasting Notes: Considering high prices of TV stations (Vol. 7:24) and higher rates for TV time as AM network rates go down (Vol. 7:25), story of Washington's 250-watt WINX, on which FCC Chairman Coy cut his commercial teeth as manager, may be symptomatic: *Washington Post* paid $500,000 for it in 1944, lost nearly that much on its operation, sold it in 1949 for $130,000 to buyers who didn't do so well with it and now propose to sell it for $120,000 . . . TV isn't alone in raising rates (Vol. 7:25); Curtis Publishing Co., effective next January, hikes *Saturday Evening Post* rates 10% (to $12,935 per one-time black-&-white page), *Ladies Home Journal* 6% ($13,510), *Country Gentleman* 6% ($6900), *Holiday* 6% ($4320) . . . Also raising rates 10%, as of next Jan. 15, is *Look Magazine* . . . Lutheran Television Productions Inc. being formed by Missouri Synod of the Lutheran Church (which comprises 5000 churches and operates AM station KFUO, Clayton, Mo., suburb of St. Louis) to produce 26 half-hour Bible dramatizations for TV; $750,000 has been voted for project . . . Cowboy star Roy Rogers got restraining order from Federal district court in Hollywood last week to prevent Republic Pictures from releasing any of his old films to TV, and Gene Autry has indicated he will take similar action . . . June 27 *Variety* front-pages story that Warner Bros. offering 600 unproduced story properties for sale to TV networks and ad agencies . . . Jerry Fairbanks Studios, now part of Isaac D. Levy's Official Films Inc. (Vol. 7:22) hires Sid Rogell as operations mgr. for stepped-up production of films for TV . . . Historic Fort Lee, N. J., studios, where some of early movies were made, being remodeled by Shuberts for lease to TV producers; 80x120-ft. stage to be ready Aug. 1; another 40x80-ft. in fall . . . Spike Jones troupe to be paid $200,000, or $40,000 per performance, for 5 NBC-TV shows next fall, 3 probably on Colgate series again, according to Hollywood reports . . . Fordham U-CBS Summer Institute of Professional TV and Radio will use CBS studios and staff in 6-week course, July 5-Aug. 14 . . . Robert J. Landry, ex-*Variety* and ex-CBS, now publishing newsletter *Space & Time*, will direct New York U's summer Radio-TV Workshop, July 2-Aug. 10 . . . Big color TV feature is planned for a late July issue of *Life Magazine*.

CBS raises network charge for WCBS-TV from $3250 to $4000 for night time hour Sept. 1, thus following by week similar actions by ABC and NBC (Vol. 7:23, 25). ABC raised all its owned & operated stations Aug. 1, NBC its complete rate card July 1. About 60% of CBS-TV affiliates raise rates July 1; substantial number during following months (see *TV Factbook No. 13*, due July 15). No change is indicated for WTOP-TV, Washington (45% owned by CBS). CBS-owned KTSL, Los Angeles, actually is being reduced July 15—from $1600 to $1500.

American Bar Assn. has named committee to study "constitutionality and advisability" of telecasting and broadcasting trials and Congressional hearings, to report at annual meeting in New York Sept. 17-21. Chairman is John W. Davis, New York attorney and Democratic candidate for President in 1924. Other members: Bruce Bromley, New York; John A. Danaher, Hartford; Joseph J. Daniels, Indianapolis; Joseph W. Henderson and Wm. A. Schnader, Philadelphia; Monte M. Lemann, New Orleans.

First educational TV channel application to be formally filed came this week from Lindsey Hopkins Vocational School, Miami, seeking Channel No. 2 there, earmarked for educational institutions under FCC's proposed allocations. Also filing for new TV outlets this week were WIBA, Madison, Wis., seeking Channel No. 13 in Eau Claire, and WJOB, Hammond, Ind., seeking uhf Channel No. 56 . . . [For further details about these applications, see *TV Addenda 12-Y*.]

NBC's move into film-making and distribution of TV-inspired films to theatres sounds as if it has all sorts of possibilities—emphasizes anew TV's impact on show business. As envisaged by TV executive v.p. Sylvester (Pat) Weaver, NBC intends to film 60-90-minute shows, highlighting season's top TV entertainment—with Durante, Cantor, Sid Ceasar-Imogene Coca, Martin & Lewis shows among those prominently mentioned. Entertainers would re-create high spots of TV season, and these would be filmed on 35mm at NBC's New York Center Theatre. Some kines would be used. Undecided yet is choice of producer and distributor. Robert Montgomery will be narrator for those films needing one. *Variety*, which broke story in June 27 issue, says Weaver estimates $150,000 cost per picture. Pitch to theatre-owners would be: (1) Proven audience of 15,000,000, not all of whom have seen performers' entire series on TV. (2) High pull in non-TV areas, where public has heard about but hasn't seen the TV stars. "Shooting" may start Aug. 1, with release planned for Sept. 1.

Second theatre-TV "network" boxing bout June 27 repeated success of first (Vol. 7:24-25)—for the theatres at least. Nine of 11 theatres in 8 cities screening Bob Murphy-Jake LaMotta slugfest reported overflow crowds (though Washington's colored Lincoln Theatre was three-quarters full). Fight wasn't telecast or shown in New York theatres, yet drew only 21,257 spectators to Yankee Stadium—less than one-third of capacity. Promoters blamed threatening weather. Theatres again paid total of about $14[illegible] to International Boxing Club for TV rights. Two new theatres joining closed-circuit "network" were Warner Stanley in Philadelphia and Fabian's National in Richmond. Next exclusive theatre-TV showing is Rex Layne-Rocky Marciano bout from Madison Square Garden Aug. 12. Success of experimental showings undoubtedly will be [illegible] in FCC hearing scheduled Sept. 17 on theatre interests' request for special theatre-TV frequencies (Vol. 7:[illegible]). Washington consulting engineer Frank McIntosh was [illegible] to represent Motion Picture Assn. of America at hearing.

Edward W. Allen Jr. is FCC's new chief engineer—appointment putting "first team" man in top engineering advisory position. He succeeds Curtis Plummer, [illegible] Broadcast Bureau chief. As long-time head of technical information div., Allen participated actively in post-broadcast developments, FM and TV particularly. He's known as "an engineer's engineer" among industry's technicians. He's 1925 electrical engineering graduate of U of Virginia, got LL. B. from George Washington U in [illegible], worked for Westinghouse and Chesapeake & Potomac Telephone Co. before joining Patent Office in 1930, [illegible] ferring to FCC in 1935. He takes new office July [illegible] he returns from CCIR conference in Geneva (Vol. [illegible]).

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TV Factbook No. 13

Exactly 415 applications for new TV stations are on file with FCC as of end of first half of [illegible], 44 having been filed, 2 withdrawn, since publication of our last TV Factbook in January. All applications to July 15, 1951, plus detailed data (including [illegible] summaries) on all the 107 operating stations and [illegible] networks will be published—along with present and proposed channel allocation tables and many other directory features—in *TV Factbook No. 13*, [illegible] presses July 15. Full-service subscribers will [illegible] copies in usual routine; Newsletter-only subscribers may order at $2.50 per copy. Pre-print [illegible] quantities of 20 or more will be accepted up [illegible] 6 at $1 per copy.

 V7 #29

PEERING INTO COLORED CRYSTAL BALL: Thinking ahead 6 months or so in the color wa we venture that dominant motifs will be: "dual standards" and "universal receive

Everything points that way. Reasons appear quite simple:

(1) RCA now produces excellent color. That alone is a solidly-planted f in FCC's oft-reiterated "open door" to compatible systems.

(2) Cost of compatible system sets, which now employ 54 tubes, will certainly come down as did early TV sets, but is likely still to appear high at year end. And mass production of tri-color tubes will probably still appear more diff cult task than mass output of CBS discs, drums and motors.

Those 2 "cost and time" factors could prove enough to keep FCC from tota reversing itself and replacing CBS system with compatible one -- despite latter's equality or superiority in color quality, to say nothing of the basic overwhelm desirability of compatibility.

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Commission may then size up situation something like this:

"We acknowledge high quality and compatibility of new system. But we hav doubts about prices and immediacy of sets, also about enthusiasm of manufacturers make color sets in absence of competition. If compatible system is indeed super it should be hastened, but not at public's expense.

"Best goad to manufacturers will be competition provided by CBS system, which has the jump in cost and potential speed of manufacture.

"Dual standards are the answer. But we cannot burden public with cost of buying 2 sets to get all color programs. Therefore, we will authorize both syste IF "universal receiver" can be built to accept both signals -- at a cost no great or little greater, than that required for most expensive of the two systems."

This sizeup may sound too pat. Possibly it is. We think not, because --

It's directly in line with FCC's color decision; with post-decision statements of commissioners; with "multiple standards" efforts, all through hearing, of Comr. Jones, the prime color mover; and with the entire background and thinking of Sen. Johnson, whose great drives are "competition" and "anti-monopoly."

It wouldn't be surprising, in fact, if Sen. Johnson and/or Comr. Jones w to take lead in advocacy of dual standards.

Much hinges on feasibility of universal set. We think this a small detail If such set is the condition FCC puts on adoption of a system in which industry h obstinately placed its technical and economic faith, ingenuity of its engineers w meet it -- with margin to spare.

Any existing CBS sets won't get compatible color, if dual standards are adopted. But a Commission which rejected importance of compatibility when there w 10,000,000 sets isn't likely to hesitate at partially obsoleting a few thousand, even a few hundred thousand, sets which could still get monochrome from both systems, plus CBS color.

It must give Commission pause when it considers that manufacturers, thou desperate for a sales fillip, have not leapt into production of CBS color in hope of quick profits envisioned by a few.

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In interim, before compatible system is again presented to FCC, 2 princip factors are most important: (1) Public demonstrations of compatible system, by RC and/or others of the NTSC group. (2) Production of CBS sets.

If FCC deems RCA's shows are for "exploitation" purposes, to combat acce ance of CBS system, it may initiate clampdown. But this would seem to be an unli procedure, from obvious public relations and political standpoints.

If Commission is satisfied, on other hand, that demonstrations are desig to compile field-test data on public evaluation of color quality, compatibility, etc., it isn't likely to complain -- inasmuch as it has previously stipulated s tests are important facets of field tests.

RCA will open color demonstrations to public about Aug. 22, relaying s

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to other cities sometime thereafter. Company reports over 12,000 responses, uniformly highly favorable, to its requests for evaluation of compatible pictures. Tenor of letters reflects full appreciation of meaning of compatibility.

Many respondents said they resent "jumble of lines" they get from CBS color-casts, recoil from cost and bother of adapters required to get pictures out of them.

RCA is answering each letter with card, signed by president Frank Folsom, advising of future color showings, inviting attendance and reactions.

Public hasn't yet seen RCA's latest color, but additional press comments, like those of last week (Vol. 7:28), leave little question they'll react favorably.

Anticipating network feeds of RCA color, AT&T July 12 filed new rates, effective Aug. 15, stipulating same charges for all color systems. These are same as black-and-white, plus $450 monthly station connection charge.

Other manufacturers' work on compatible system goes on, though slowed by vacations. From Chicago, for example, Hallicrafters' Wm. Halligan reports tri-color tube has been put to work, using signal from flying-spot scanner. He plans to add camera chain, hopes to see signal on air soon, for use of all Chicago manufacturers.

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Sort of climax to press reaction was Time Magazine's July 23 cover story on RCA chairman David Sarnoff which said:

"The public scored David Sarnoff's RCA with a lost round last year in the great color TV fight with CBS. Sarnoff did not stay down. Last week he showed the TV industry a new tube that receives clear, true color, and he showed the public that RCA's color system can do what CBS's can not: color programs broadcast by RCA can be received in black & white on present sets without any change. It looked as if radio's miracle man had not run out of miracles...

"There was no blurring or running of colors, even in the fastest movement, e.g., a pair of performing lovebirds flapping their wings. As a show topper, an RCA mobile unit focused on a swimming pool near New York where a troupe of swimmers and divers performed. The outdoor telecast, which RCA explained could just as well be a football game or boxing match, came through almost as clearly as the studio show."

But Gen. Sarnoff is cautious, Time says, regarding rapid spread of color. It quotes him:

"Commercial color TV on a big basis is still 2 to 5 years away. Material shortage, NPA cutbacks on TV production and defense orders will delay it...[And] it will take a long time to get the bugs out of mass production of the color tube."

Other TV men disagree, according to Time, which says: "Now, TV manufacturers up to their ears in unsold sets, are more likely to grab at RCA's system, which they think will get customers buying again...if FCC gives the go-ahead."

[For other press comments this week, see page 9.]

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CBS's sorest problem remains -- sets. Not only to test public acceptance, but even to get affiliates to take network feeds. [For CBS's receiver plans, see p. 12.] Number of stations are willing to try color, but their refrain seems to be: "We can't put on programs no one can see." That goes for such stations as Chicago's WBKB, Detroit's WJBK-TV, Louisville's WHAS-TV. Spokesmen for these CBS affiliates tell us they need monitors, as well as sets. Typical response was of John Mitchell, WBKB manager:

"We're in a cooperative state of mind, but we'd like at least 10 sets before we go on color. I'm still very cognizant of the million set owners in Chicago. We ordered a monitor from Gray Mfg. Co., but they gave us 90-day delivery date. We made no commitment to CBS. One of our problems is that we have no time open in CBS's present color schedule."

CBS has to spread very thin its limited amount of equipment. Thus, Cincinnati's WKRC-TV will pick up CBS color for "one week stand" July 20-28 only, broadcasting signals to set rotated among Kroger supermarkets.

What CBS lacks in transmitting and receiving equipment, it's trying to make

up in well-publicized demonstrations and in continued output of publicity releases. Latest quote foreign radio dignitaries:

Jan Philip Boon, managing director general of National Belgian Broadcasting Institute, stated: "We have the advantage of being able to start TV broadcasting in color and should do so." President of Broadcasting Corp. of Japan, Tetsuro Furukaki said: "After having seen the CBS system, which is so simplified and which brings such good results, I hope our country can inaugurate color telecasts very soon."

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How CBS sets will sell remains puzzler. Most manufacturers still place little stock in CBS system, either as a system or as potential market item. But RTMA (to which CBS now belongs by reason of Hytron merger) has taken new stand of impartiality, as expressed in speech by president Glen McDaniel at Chicago Music Show July 18. He said:

"The controversial language and the emotionalism should be forgotten. Some unduly sensitive souls [believe] that TV manufacturers would refuse to make and sell equipment to receive [CBS color] because their advice had been rejected by the Commission. This is nonsense. Our industry was recently described by the chairman of the FCC himself as perhaps 'the most competitive of all industries.' He is right...

"Whenever a public demand arises for adapters, converters, or color sets at prices that make production feasible, I'm sure that manufacturing industry will meet that demand...They would be particularly interested in a market for a new product at this time when they're suffering severely from heavy inventories and lack of sales."

As for compatible system, McDaniel said that "the industry is taking the Commission and Senator Johnson at their word" -- that any better system can again be brought to FCC when sufficient experience has been gained through field testing.

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CBS color was big attraction at Music Show, but few dealers appear to be going overboard. Writes Retailing Daily's correspondent:

"Buyers who seem to be well versed in the color controversy showed little or no interest in color at the show, while those attending who have never seen the phenomenon mobbed the booths of CBS and CBS-Columbia Inc.

"One New York store representative reported that his CBS color demonstration caused only passive interest in his customers until RCA went on the air with its field tests last week. At that moment, he reported, there suddenly was considerable activity in color and people assumed that color was here."

Lack of consumer interest, according to this buyer, was because CBS programs were "very, very bad" and "because of all the detrimental stories being circulated about the drawbacks of CBS-type equipment."

GE's TV sales director Donald Davis, in speech before Music Show group, put the merchandisers' case thus, vis-a-vis expected small output of color receivers by few set makers promising them:

"Remember that your store is an emporium and not a museum. If you put on your floor a color set today without actually being able to take orders on it and without knowing the price or being able to give an accurate delivery date, you're going to find your customers saying, 'I'll wait for that,' and refusing to consider the merchandise you have to sell -- black-and-white sets."

Some manufacturers are gearing themselves, meanwhile, for any eventuality. Stromberg-Carlson & Stewart-Warner are latest reported with sample slave converters -- a la Crosley, Bendix, Tele-tone, Meck -- ready to meet whatever demand arises.

Rights to CBS color for use with Eidophor theatre TV (Vol. 7:7,18) have been acquired by 20th Century-Fox. President Spyros Skouras says 20th Century will use the color TV in its own theatres and make it available to others. Film company plans demonstration of combined systems in September, may eventually produce some of its own shows for theatre network. A 20th Century official said company may some day make Eidophor projection TV sets for home use. Quality of picture produced by Swiss system, he said, is "nearest thing to home [illegible]

Reproduction of CBS color pictures in July [illegible] isn't quite accurate. Actually, CBS closeups are [illegible] what sharper than most of the pictures. *Life* [illegible] cautiously: "The [CBS] premiere went off on [illegible] although some critics found the entertainment [illegible] ged . . . most agreed that color TV was [illegible]

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reaction to RCA color (Vol. 7:28) continues in vein as last week, overwhelmingly favorable. Tribune syndicate columnist John Crosby, who has been sold on compatibility, wrote: "CBS's system the law of the land. Yet it is still an uncomfort- which CBS would like to share with the rest of doesn't quite know how to go about it. The RCA while not exactly illegal, is terribly unofficial . . . merit of the two systems, it would be pretty hard mine unless CBS and the improved RCA receiver side by side. The differences, I suspect, would interest to the engineers but probably wouldn't noticeable to you and me.

CA color, I think, is sometimes a little more pallid, rich in texture as the CBS brand, just the same color transmission . . . Just now TV needs a lot of imagination, taste and money, to name three; it everything *except* color. The progress of [would] be seriously interrupted by any non- system like CBS's; it would be left unimpaired unchanged for years to come by RCA color . . ."

Robertson, of *Broadcasting*, which has main- cautious approach throughout, ventured: "A re- of the color TV question, probably on a petition standards . . . seemed inevitable last week . . . of the black-and-white reception of the color- also was noted . . . RCA's colors seemed to the pastel shades, pleasing but less vivid and than the hues shown by CBS . . . There was no RCA colors . . . Most noticeable advantage of method [was] in the flesh tints. RCA's were lifelike at all times, while the faces of the per- before the CBS color cameras paled and darkened turned toward and away from the studio lights . . . ask for better color fidelity or more accurate reproduction than was demonstrated in the pic- nette Fabray."

towards CBS in past, *Editor & Publisher's* said: "This department, which has had a soft spot for CBS on the same ground as the FCC—that the CBS system was the only one really ready, as of last year—finds it difficult now to chase the cruel thought that FCC is riding an obsolete horse. The RCA pictures seen this week could easily stand up to comparison with the CBS presentation . . . The direct large-sized pictures, with 16-in. and 21-in. tri-color tubes, were easier on the eyes than those seen through magnifying glass. Also noted was the absence of flicker and color hangover. The eyes carry over a flashing spectrum as they blink while watching a CBS 'mechanical' (rotating disc) picture."

After thumbing through some of RCA's thousands of viewer responses regarding compatibility, *New York Herald Tribune's* Joseph Kaselow wrote: "Many letters said the black-and-white pictures had better definition and clarity than the regular telecasts and, in some instances, that something approaching a 3-dimensional effect was achieved. The pictures also were said to have 'more blackness' than usual. A random sampling of the letters and cards showed that, in addition to giving the basic information asked by RCA, many set owners were surprisingly well informed on the issues involved in the color controversy . . . As was to be expected, viewers liked the idea of being able to receive the colorcasts without having to buy and install adapters . . . The few letters which included criticism of the pick-ups said that there had been blurriness in the long shots and during rapid action."

Harry MacArthur, of the *Washington Star*, mulled over what he'd seen, wrote another piece on it: "It is hard to foresee anything but approval of the system when it is submitted to the FCC, which is certain to happen in due course . . . You can be sure of one thing. Before it is submitted to the FCC again, this RCA color system will have been tested, retested and tested again until it is definitely proved immune to earthquake, fire, flood, unexpected cataclysm of nature or any possible disaster . . . The two color TV systems are close enough together now that some might find it hard to choose between them."

Notes: Harold L. Morgan Jr., ABC-TV opera- elevated to v.p. in charge of TV program to Alexander Stronach Jr., TV v.p.; Charles ex-CBS, joins ABC-TV July 30 as national program dept.; Henry T. Hede named business M. Hennig production mgr., program dept. McNary has withdrawn from consulting en- partnership of McNary & Wrathall, will con- ington offices while Grant Wrathall continues from Aptos, Cal. . . . D. L. Provost, business & WBAL-TV, Baltimore, named acting gen. Radio Inc. under president Charles B. Mc- work out of Baltimore . . . William A. Wil- asst. treasurer, NBC, reporting to Joseph V. nancial v.p. . . . Ray Stone named asst. mgr., sales service dept. under Robert F. Robert G. Dalchau promoted to film editor, tonio, succeeding Tom J. Maloney, resigned; named stage mgr., following promotion to director . . . Frank A. Daniel appointed dept., Lennen & Mitchell . . . Clinton F. BBDO, named director of TV-radio, Hewitt, & Mather . . . Michael Foster scheduled to public relations dept. of newly-reorganized 7:28), George Crandall to handle radio . . . partner in Petry rep firm, has resigned, ture plans . . . I. E. (Chick) Showerman, nominated to succeed WMCA's Norman Don Lee) as president of N. Y. Radio

TV Program Standards Committee (Vol. 7:25, 28) will lay groundwork for TV code July 30 at NARTB headquarters in Washington. In addition to chairman Robert D. Swezey, WDSU-TV, New Orleans, members are: From NARTB board—Harry Bannister, WWJ-TV; Harold Hough, WBAP-TV; Clair R. McCollough, WGAL-TV & WDEL-TV; Paul Raibourn, KTLA-TV. Non-board members—Walter J. Damm, WTMJ-TV; James C. Hanrahan, WEWS-TV; J. Leonard Reinsch, WSB-TV & WHIO-TV; Henry W. Slavick, WMCT-TV; Donald W. Thornburgh, WCAU-TV. Network members—Davidson Taylor, NBC; James L. Caddigan, DuMont.

Code of ethics for TV films was adopted at July 19 meeting of National Society of TV Producers in Hollywood, with ex-newsman and movie producer Martin Mooney named to administer it. Code covers such subjects as "crimes against the law, race and nationality, vulgarity, obscenity and profanity, religion and sex," is similar in content to motion picture code. NSTP also announced it is setting up committee under president Louis T. Snader to formulate standard labor relations contract for TV film industry.

FM committee of NARTB, named this week by president Harold Fellows: Ben Strouse, WWDC-FM, Washington, chairman; Frank U. Fletcher, WARL-FM, Arlington, Va.; Josh L. Horne, WFMA, Rocky Mount, N. C.; Edward A. Wheeler, WEAW, Evanston, Ill.; Raymond S. Green, WFLN, Philadelphia. Alternates: Everett L. Dillard, WASH, Washington; Victor C. Diehm, WAZL-FM, Hazleton, Pa.; Herald Harrison, WMAS-FM, Springfield, Mass.

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believe that any inventories you may accumulate during the summer will be the best insurance that you will be able to satisfy the great acceptance and demand which we expect to have this fall [when] we believe that the industry as a whole will be seriously curtailed."

Few others will admit big inventories, some pointing ruefully to the huge financial resources that enable GE to do what they cannot -- even if they were minded to. Taking cognizance of whispers about its condition, Admiral issued statement denying it now has any factory inventory at all and revealing its strong financial position (see Financial Notes), particularly as one of the few big (or little) companies in TV-radio without any bank loans.

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Output of TVs dropped to mere 8270 (no private brands) during second summer plant vacation week, ended July 13. Radios totaled only 99,667 (88,673 private). The TVs compare with 12,817 week preceding, radios with 74,863 (Vol. 7:28). Radios were 72,553 auto, 21,964 home, 5150 portable.

Factory inventories of TVs went up a bit more -- to 744,162 from 739,945 week before. Radio inventories were 351,368, down from 406,046.

RTMA revised 6-month output figures now show 3,331,268 TVs (vs. 3,136,300 same period last year) and 8,027,254 radios (vs. 7,333,600). Of these, 2,199,669 TVs and 4,343,600 radios were produced during first quarter.

WHAT CBS COLOR SETS WILL BE LIKE: CBS-Columbia Inc. now plans novel color receivers with 2 picture tubes -- one tube 17 or 20-in. for black and white, the other 10-in. (magnified to 12½) for color. Proposed models would have tubes side-by-side and/or one above the other. "Shot-in-dark" estimate of price: $600.

That's latest from big radio network's manufacturing subsidiary, revealed by its president David H. Cogan. But first color production, he said, will be $500 10-in. (magnified) color-monochrome set with disc that splits to give black & white (Vol. 7:23). Pilot run of 500 is slated for late August, going to 300-a-day rate by September -- "if we can get materials, and we're having a little trouble."

Then will come $249 "slave" unit with 10-in. tube, along with a $400 color-monochrome set. Thereafter, the 2-tube set may emerge in October.

Plan is to devote former Air King factory one-third to color sets, produce 25,000 by year's end. Air King, said Mr. Cogan, has been making 20,000 black-and-white sets monthly -- heavily in private label field (including Sears Roebuck).

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If ardor for FCC-approved CBS color system has been dampened by RCA's very successful demonstrations of tri-color tube last week (Vol. 7:28), it isn't apparent among CBS folk. Well-attended showings of its color models at Chicago Music Trade Show this week were deemed huge success. Said Mr. Cogan: "We aren't taking orders because we have orders for all we can produce from our established distributors and they're on allocation."

What did he think of RCA's color, as he and other CBS executives saw it last week? "No better," he replied, "than last year. Do you think their set is a production item? With 54 tubes? And a tri-color tube that would cost $200?

"RCA says our sets are too expensive. Then they say they can bring their costs down. Don't they think we can bring our costs down, too?"

CBS chairman Wm. Paley may differ with Cogan in evaluation of RCA color. According to Variety, Paley "reportedly told friends he was impressed by the 'tremendous improvement'...He is said to have been especially impressed by RCA's compatibility feature...He observed, however, that CBS colors are still more brilliant."

CBS has tried the RCA tri-color tube with its system, and Cogan reported: "It doesn't compare. Don't think we wouldn't use such a tube if there were a good one. We'd be glad to have it. We're in the tube business, too [Hytron] -- not in the manufacture of discs and motors. It just happens that the disc is the best, cheapest way of producing color today."

It would take only 4-5 extra receiving tubes to incorporate tri-color

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CBS sets, he added. He emphasized rejection of tri-color tube when he said that sets for 17-in. or larger pictures are planned next year.

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Besides TV and radio advertising, splurges in Life, Saturday Evening Post, are planned in promotion campaign this fall-winter. But CBS is now treading cautiously, for it faces (1) problem of keeping that two-thirds line of monochrome receivers moving; (2) task of meeting pro-compatibility arguments of main body of TV-radio industry, who also are good advertisers and promoters; (3) probable need to persuade own color set customers their sets won't be obsoleted soon. As a starter, it has published booklet "Questions and Answers About Color Television."

Topics & Trends of TV Trade: NAMM's annual music trade show in Chicago this week resulted in little, if any, more business for TV manufacturers than did dull summer furniture market there few weeks earlier. Reports were uniformly "blue"—*Retailing Daily's* Martin Rosenblum even describing how some of the exhibitors (Vol. 7:28) whiled away their time (as retailers merely "looked around") by watching ball games on their display sets or playing gin rummy. Consensus seemed to be that it was slowest such show in many years, that much of the time was spent bemoaning sad state of business and engaging in guessing games about when upturn would come.

Reporter Rosenblum even told of furniture chain [illegible] up 17-in. tables at $85, to be promoted shortly at [illegible] retail; of "secondary manufacturers" quoting 17-in. [illegible]therette-covered table at $105, 20-in. table at $130, 20-in. [illegible] console at $140, latter 2 with tax-warranty included.

New York trade circles sat up and took notice this week when Gertz dept. store in Jamaica advertised 17-in. [illegible] sets (made for store's own Ambassador brand by [illegible]rett) at $99 plus $20 to cover excise tax year's warranty on picture tube, 90-day warranty on replacement parts. Needless to say, the sets sold like the proverbial hot cakes.

Off-brand manufacturers are known to be offering enormous concessions to dealers to help move factory inventories, and it's generally felt some mortalities are inevitable. But the top brand producers insist they're sticking to wholesale price schedules, pressing their outlets to promote more and more, some even paying 100% of the retail advertising bills. In fact, one of biggest told us last week that, so far as his company and others at top level are concerned, business at retail level has been "extraordinarily good" this summer—better than seasonally expected; even better than same time last year.

Factory sales are another matter, and the big boys are simply biding their time until retailers unload; they're confident of good fall-winter season, though nobody thinks it will be as good as lush 1950's. Some think the industry was lulled by easy selling last year into thinking that condition would be permanent.

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Prices being quoted on such new models as are coming out don't indicate any price collapses—quite the contrary. [illegible]ox's 2 additions to line are TV-radio-phono combination at $595 list in mahogany, $610 blonde, and TV [illegible] at $475. **Zenith** has 5 new super-dooper 19-in. [illegible] units selling from $1300 to $1925. **Stromberg-[illegible]** adds 12 new sets, lowest priced being 17-in. at [illegible] with 4 new 24-in. at $675, $725, $795, $975 proposed [illegible]. Pilot's new sets range from 17-in. mahogany table at [illegible] to 20-in. console at $495. **Trad** has 24-in. console [illegible] 20-in. console at $220. **Video Products Corp.**, now [illegible] as Sheraton Television Corp., has 20-in. line [illegible] with table at $300 up to console at $379, plus [illegible] unpriced.

RASH of articles on how to hypo TV sales has broken out in current issues of merchandising publications. For example:

July *Electrical Merchandising* features spread on "Two Ways of Riding the TV Slump," discusses results achieved by Algene Electric Co., Bridgeport, Conn., based on good servicing department, very little advertising, no price-cut promotions or big trade-in offers. Contrasting methods used by Music Shop, Cleveland, are described in same article; it increased sales volume from $20,000 to $75,000 a month on basis of large trade-in business built up solely by newspaper advertising. Store does no installation or servicing.

Sales resistance fostered by color ballyhoo is hot topic in July *Radio & Television Retailing*. Two-page question-answer feature, "What to Tell Your Customer About Color Television," points to paucity of color programs and sets, high cost of sets, "open door" to compatible systems, etc. Another article, "How One Dealer Overcomes the Color TV Sales Bogey," points to success of Sneed's Radio & Television Co., Tulsa, in telling public via ads and talks that "folk who 'wait' will miss big shows now on air." In same magazine is story on how to "Sell More TV Sets via the Home-Trial Method."

"How a Music Dealer Sells Television" through planned promotions, intelligent displays, alertness to changing times is discussed in July *Radio & Television Journal* article on Hopper-Kelly music store, Seattle.

Overcoming credit restrictions is topic of big feature in July 12 *Retailing Daily*, which cites "new, aggressive merchandising plan" which it says boosted TV sales of Dorn's House of Miracles chain in Los Angeles $500,000 in 5 months. Dorn's, says article, turned "temporary defeat by hands of Regulation W into startling sales victory." Owner Harry Dorn is quoted: "The crux of the whole problem is that you must offer sets at a low enough total price so that the down payment is also budgetwise."

Note: In anticipation of end of freeze, NARDA is instituting unique program to acquaint dealers from non-TV areas with problems and techniques of TV retailing. NARDA members in TV areas are being asked to serve as hosts to dealers from non-TV cities to give them first-hand look-see into the unique aspects of TV receiver selling.

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Sylvania is out with 14 new models, four embracing its new "Halolight" for better viewing comfort (Vol. 7:23, 25, 28). Three 17-in. tables sell at $250, $300, $310; one 20-in. at $400. Two 17-in. open consoles are $370 & $380; two 20-in. with Halolight are $500 & $520. Two 17-in. consoles with doors are $400 & $420, and 20-in. console with Halolight $530. Console combinations are 17-in. at $550 & $570, and 20-in. with Halolight $660. Carried over are 12 models, ranging from 14-in. table at $220 to 20-in. consoles with doors at $490 & $510 to 17-in. combination at $550.

Some new lines have uhf converters offered separately, Sylvania's at $44.95 and Stromberg's promised later this year at around $50.

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OMAHA & HAVANA STATION SALE DEALS: Watch how publishing and theatrical interests become prime competitors of the radio broadcasters -- not only as applicants for new TV stations, come end of freeze, but also as purchasers of existing stations.

We had further example of their eager quest for TV properties this week, when two more 7-figure sale deals were disclosed -- one in Cuba. You can expect more as the affinity of TV, journalism and films becomes increasingly apparent.

WOW-TV, Omaha, with its AM counterpart WOW were sold for $2,525,000 to the Meredith Publishing Co., $24,000,000 concern which publishes the widely-circulated magazines Better Homes & Gardens and Successful Farming. Sale culminated probes by several prospective buyers (Vol. 7:27-28), frequent denials by principals headed by recent Secretary of Navy, now Ambassador to Ireland, Francis P. Matthews.

Meredith also owns WHEN, Syracuse, which it started Dec. 1, 1948 as 47th station in nation, has pre-freeze applications pending for Rochester and Albany, is well-bent to become major factor in TV -- indicated also by its purchase this week of 40% interest in Princeton Film Center Inc., Princeton, N.J.

CMUR-TV, Havana, with its Union Radio Network, has been sold for reported $1,500,000 by Director Kaspar Pumarejo and backers (including local Polar brewery and Partagas tobacco interests) to Manuel Alonso, owner of Noticiaro Nacional, the island's main newsreel producer. Alonso actually holds CP for Channel 7, but he and his backers apparently prefer to take over going CMUR-TV on Channel 4, Cuba's first outlet, founded by Pumarejo and inaugurated less than year ago (Oct. 24, 1950). Rumors have Cuba's President Prio and family back of Alonso, but this is denied.

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Omaha deal is complex, involves Meredith assuming 25-year rental lease from Woodmen of the World, original owner of WOW, at $160,000 a year -- first profits to go into $750,000 fund guaranteeing lease and providing for equipment purchases. Half has already been paid in, with 19 years to go. WOW Inc. has $200,000 paid capital, $120,000 surplus account, total current assets of $673,000, current liabilities of $120,000. Combined TV-AM stations first 6 months of this year had operating gross of $996,386, net profit of $91,100 after provision of $97,800 for taxes.

Stockholders own equal amounts of the 1000 shares of common and 1000 preferred, estate of late manager John J. Gillin holding 238; Mr. Matthews, 250; Guy T. Myers, New York & Seattle utilities magnate, 250; Robert P. Samardink, head of local detective agency, 83; M.M. Meyers, financier, 84; J.J. Isaacson, governor of Ak-Sar-Ben fair grounds, 83; Cecelia Broderick, Mr. Gillin's former secretary, 12.

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Of 3 other recent station deals still pending FCC approval (of 10 since TV's post-war emergence; Vol. 7:30), one got nod this week -- the $2,500,000 sale of KFI-TV, Los Angeles (Vol. 7:23) by Earle Anthony to Thomas S. Lee Enterprises Inc. Comr. Walker dissented, Hyde, Webster, Jones & Sterling approving. The 2 others pending FCC approval: WLAV-TV, Grand Rapids, sold to Bitner group for $1,300,000 (Vol. 7:19) and WBKB, Chicago, sold for $6,000,000 to CBS but involved along with ABC-TV's 5 owned stations in projected ABC-Paramount merger (Vol. 7:21). The KFI-TV & WLAV-TV sales excluded AM counterparts, retained by present owners.

Note: Atlanta's pre-freeze CP, only one still on FCC books, looks like it will shortly turn into full-fledged commercial outlet -- nation's 108th -- FCC this week granting transfer of WCON-TV to local group (for details, see p. 14).

INDUSTRY COLOR SYSTEM EMERGING: "Definite improvement." That's the most you get in way of comment from any of 4 top FCC staff engineers who attended 4 incompatible color demonstrations this week. But there can be little doubt they were greatly impressed with their first view of such pictures since May 1950.

And there's less industry doubt than ever that compatible system is rushing back to FCC for eventual approval, along with CBS system or in lieu of it.

Commissioners themselves will probably see latest pictures soon. RCA is expected to invite them when it starts public showings later in month -- but decision apparently awaits chairman David Sarnoff's return from Europe next week.

Every variation on compatible theme was shown Broadcast Bureau chief Curtis

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Plummer, chief engineer Edward Allen, Technical Research acting chief Wm. Boese, Lab. Div. chief Edward Chapin. Demonstrations were successively Aug. 6-9 by GE in Syracuse; Hazeltine, Little Neck, L.I.; RCA, Princeton; Philco, Morrisville, Pa.

Main purpose of demonstrations was to enable National TV System Committee Panel 13 (standards), under Hazeltine's A.V. Loughren, to agree on which set of standards to field test from here on out -- probably until year's end.

Panel wound up in New York Aug. 10, agreed on "large fraction" of issues, according to Loughren. Recommendations will be submitted to NTSC's overall committee Aug. 15, and field testing during forthcoming several months will be based on them, if parent body is satisfied with them. [For panel members, see below.]

"There was agreement in principle," says Loughren, "with several specific 'numbers' recommended. We didn't pin everything down, but we're closer and closer to agreement. We did pretty well today. We'll let it soak a while."

Here are types of system variations shown:

(1) Color carrier at 3.58, 3.89 and 3.99 mc.

(2) System with and without oscillating color sequence (OCS), also called "color phase alternation" (CPA) or "flip flop".

(3) Pictures with and without constant luminance factor.

Only RCA showed live pickups, rest using still pictures from flying-spot scanners. As test of color fidelity, resolution, etc., RCA compared televised color picture with slide projection of same scene, side-by-side. One observer scratched his head, blurted: "Which is which?"

Philco supplied weak-signal test in Morrisville, about 25 miles from its WPTZ transmitter, right on noisy U.S. Route 1. Then signal was attenuated to equivalent of 40-50 mile reception, and Philco v.p. David Smith concluded: "Stands up as well as black-and-white under adverse signal and interference conditions."

Schedule of further field tests will probably be issued soon. Zenith says it's prepared to cooperate by transmitting compatible signals over its experimental Channel 2 facilities in Chicago, first such telecast signals there. Zenith has also experimented with CBS-type transmissions.

* * * *

Cost of compatible receivers would probably trouble FCC if system were put before it today. But most experts foresee drastic drop in matter of months, many agreeing that subtraction of 15-20 tubes from RCA's current 54-tube set is conceivable before year's end (Vol. 7:30).

Even more important, some say, are such critical techniques as color phase alternation, which permits far greater tolerances in construction. And there's little question cost of tri-color tube will plummet, just as tubes did for black-&-white, when mass production becomes fact. Since manufacturers will want tri-color tubes -- for CBS system, even if FCC again rejects compatible system -- they're likely to invest in plants to make them.

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Personal Notes: John T. Quisenberry appointed general attorney, AT&T, succeeding T. Brooke Price, who on July 1 became v.p. & general counsel . . . John McClay, ex-WPIX, New York, returns to WCAU-TV, Philadelphia, as asst. to v.p. Charles Vanda . . . William Dozier, ex-Samuel Goldwyn Productions, joins CBS-TV story dept. Oct. 1, assigned to develop new talent . . . W. Eldon Hazard promoted to sales mgr., CBS Radio Network; Guy Dell Cioppa promoted to director of CBS network programs, Hollywood . . . Cecil Barker, ex-KTSL, named TV program director, KECA-TV and ABC western div. . . . Norman V. Farrell, ex-Weed & Co., joins WATV & WAAT, Newark, as asst. sales mgr. . . . Louis L. Ergmann, ex-Hewitt, Ogilvy, Benson & Mather, named TV-radio director of Robert W. Orr & Associates . . . George R. Jeneson, ex-WLW Chicago sales office, Aug. 27 becomes Midwest sales mgr., WOR & WOR-TV . . . Leavitt T. Pope, ex-*New York News*, named asst. to G. Bennett Larson, WPIX gen. mgr.

Members of NTSC Panel 13 (standards) who attended 4 color demonstrations this week (see story above) include: A. V. Loughren, Hazeltine, chairman; W. T. Wintringham, Bell Labs, vice chairman; Wm. Bradley, Philco; C. Brown, RCA; Charles Hirsch, Hazeltine; Leo Mead, Radiocrafters; John Rennick, Zenith; Garrard Mountjoy, Stromberg-Carlson; Albert Murray, Caldwell-Clements; L. Winner, IRE; Henry Samulon, GE; Kurt Schlesinger, Motorola; H. G. Schwarz, Crosley; G. R. Tingley, Dumont; B. F. Tyson, Sylvania; S. Klapman, Admiral; G. C. Lane, Westinghouse; Ralph Evans, Eastman Kodak.

Old song with new words: WCTU president Mrs. D. Leigh Colvin, at big temperance convention in Boston this week, said TV and radio are turning Americans' parlors and kitchens into "beer bars".

To compete with TV on meeting nights, Chicago newspaper Guild now offers door prizes. Other unions report they're shifting dates away from big TV shows.

partial breakdown, see Mobilization Notes) -- although many electronics contracts outside TV-radio industry, and many have lead time of a year or more. So they can be counted on to take up much of the slack caused by curtailed TV-radio production.

You can get idea of magnitude of this appropriation by comparing it with this week's Pentagon announcement that Defense Dept. obligated $35.3 billion for military procurement during first 12 months following Korea. Of this amount, $27.1 billion represents contracts for military "hard goods". By rule of thumb, something less than $3 billion, or about 10%, is for electronic equipment.

But civilian industry won't be blotted out by military, except in all-out war. Govt. takes great pains to make that clear. In Aug. 7 broadcast, DPA-NPA boss Fleischmann stressed desire to maintain healthy economy by "allowing the largest volume of civilian production consistent with meeting our military needs first." To back this up -- for fourth quarter, at least -- DPA has instructed NPA's operating divisions to slash some "essential" or "defense-supporting" programs deeper than consumer goods.

Reports on CMP's operation haven't been good during current "dry run". CMP has been widely accused of "over-allotting" -- writing too many checks against its bank of strategic materials. To which Fleischmann replies fault is manufacturers' -- too many have placed duplicate orders with different suppliers; others have not cancelled excessive orders. He's ordered crackdown, pledges smoother operation during fourth quarter.

But applications have been drifting in too slowly to begin fourth quarter allocations on schedule. Electronics Div., for example, has received only about half the 1200 applications it expects. Fleischmann extended July 31 deadline, warns that anybody who doesn't file before Aug. 15 "is running a tremendous risk" of not getting enough materials next quarter. (For other CMP news, see Mobilization Notes.)

There's still a rub -- even if CMP works as planned next quarter. Most production experts expect big electronic bottlenecks as a result of shortages of the so-called "rare metals" -- rather than the "controlled metals," steel, copper and aluminum. Fleischmann took cognizance of this in his broadcast, when he said of nickel, cobalt and chrome:

"Practically 100% of the available supply of these materials must go directly into the military, defense-supporting and expansion programs."

OUTLOOK FOR CBS COLOR SET PRODUCTION: Who's going to make CBS color sets? And how many? Only CBS-Columbia, Tele-tone, Webster-Chicago, Meck, Muntz have shown any enthusiasm, made consistent promises thus far. Crosley and Bendix have shown samples, but with noticeable lack of faith in system. Their apparent purpose is to show their dealers they won't be left out in cold if demand grows.

None of biggest producers has yet gone even as far as Crosley and Bendix, but there was talk this week that one or more might -- to keep dealers "protected".

It's extremely questionable whether any top producer would really throw his full weight into CBS-type production, albeit FCC-approved, since industry's faith in ultimate approval of compatible system mounts daily (see p. 5). Of course, virtually every manufacturer has made CBS sets in labs, for own edification and protection.

But CBS's promotion -- football, baseball, etc. -- is likely to produce some impact on trade, according to some manufacturers. "It's the moral effect of the Godfrey kind of propaganda that bothers us," said one -- explaining he means the kind of publicity that renders low-income folk indecisive about buying their first black-and-white set, inevitably cheaper than color, and that keeps wealthier folk from buying their second or third set.

* * * *

Meanwhile, CBS-Columbia says it "will try like hell" to meet its goal of 25,000 color units by year's end. President David Cogan feels company has good argument to persuade more materials out of NPA. "We were changing models during base period," he says, "and naturally our production was lower. But I think NPA will be reasonable."

If NPA doesn't relent, Cogan points out, company can shift materials from

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black-and-white to color as demand warrants. Types of color sets and slave units planned are same as previously announced (Vol. 7:29). Same goes for costs, though Dogan says engineers are learning short-cuts, should be able to cut prices next year. First of pilot-run sets are due about Sept. 1.

Tele-tone will build 10,000 to 15,000 slave units this fall, according to president S.W. Gross. "We'll feel our way," he says. "Materials situation will be tight as hell during fourth quarter."

Complete color sets aren't due until next year, Gross says, adding: "Our engineers are working on something that looks promising for sizes up to 20-in." Projection? "No". Drum? "Wouldn't call it a drum."

Philco reports almost no demand for its $20 black-and-white adapters. And Motorola says it plans adapters, designed for most of its models, past and present, will know production dates and costs in 30 days or so.

Topics & Trends of TV Trade: Philco reports substantial orders—"all we asked for"—from distributors attending its sessions in New York and Chicago, and its speakers urged comparisons with "last half 1949, not 1950" in calculating markets ahead. It wasn't officially stated, but it's manifest Philco, like other majors, is inclined to err on side of under-production rest of this year rather than over-production—materials restrictions forcing this anyhow (see p. 9).

New 1952 Philco line of TVs comprises 28 models, includes tax in price, offers 90-day warranty on all models at $12.50. Prices are downward at low end. Popular feature with distributors was placing of casters on all models.

Seven 17-in. table models range from plastic models at $199.95 (mahogany finish) and $229.95 (cordovan leather) through (rounding out prices) $260, $280, $300 (4 models), $330. Eleven 17-in. TV-only consoles are listed from $300 through $340, $350 (2), $370 (2), $380, $400, $420, $500, $550—latter being Sheraton full-door de luxe models. There's also one 17-in. combination with FM-3 speed at $450.

New 20-in. table models are $360 mahogany, $380 maple; 20-in. consoles $450 & $480; with full doors, Sheraton, $450 & $480. Combinations in 20-in. are $600 & $620. One with remote control is $800, same without remote $750.

Radio line continues many old models, tables ranging from $19.95 to $49.95; clock radios, $37.50, $39.95, $42.50 (white or ivory); one AM-FM table, $69.95; portables at $30, $40, $50; table radio-phonos, $80 in ebony, $100 mahogany; radio-phono combinations at $200 for AM-only mahogany, $250 for AM-FM mahogany, other at $270, $300, $320. Big promotion push is "tube saver" limiting tubes during power surges.

* * * *

Manufacturers' price controls, including those on TV- and other electronic equipment and parts, were postponed indefinitely Aug. 9 while OPS prepares new regulations incorporating the more liberal provisions of new Defense Production Act (Vol. 7:31). New manufacturers' ceilings, which were to have been effective Aug. 13, were ignored, OPS announced. "Capehart amendment" to controls law permits manufacturers to ask for prices based on their pre-Korea prices plus all reasonable increases between then and July 26, 1951. In the OPS manufacturers' orders, only increases permitted were those for costs up to March 15, 1951, material costs to June 1950.

Described as "magazine for audio-philes," *High Fidelity*, new popular quarterly publication being issued by Sl...

Trade Miscellany: Non-profit TV service plan, members paying $10 year and then getting service at cost, projected by Authorized Manufacturers Service Co., Brooklyn, partnership of George Fried, Alfred Coleman, Morton Greenberg, proposing this scale of "at cost" fees: home service call, $2.35; shop labor, $2.85 an hour; antenna & installation, $3.90 an hour; parts at 20% discount to members . . . Pennsylvania Legislature bills to license TV-radio servicemen after examinations unanimously endorsed by 3500 members from 9 chapters of Federation of Radio Servicemen's Assns. . . . Illinois Cabinet Co. becomes Rockford (Ill.) Cabinet Works of GE as of Sept. 1, result of merger, gen. mgr. Oscar M. Lindgren continuing on job . . . Sylvania has new subsidiary, Sylvania Electric of Puerto Rico Inc., formed to fabricate mica for radio tubes, within 60 days starts production by 100 persons in 10,000 sq. ft. plant outside San Juan to supplement supplies from Brazil and U. S. . . . IT&T, which last week bought Cooler-ator Corp. (Vol. 7:31), has purchased 31% of common, 40% of preferred stock of Kellogg Switchboard & Supply Co., Chicago, for $2,240,000, from former president J. G. Kellogg; none of present president James H. Kellogg's or other directors' stock involved, and no changes in management contemplated . . . Western Union Services Inc., new TV servicing subsidiary of WU, handling all standard makes, expanding present New Jersey servicing territory (Essex, Passaic, Union counties) to include Bergen and Hudson counties.

* * * *

Distributor Meetings: Admiral sales convention in Chicago postponed from Aug. 10-11 to Aug. 17-18, which will enable company's 600 distributor delegates to attend All-Star grid game being sponsored by Admiral Aug. 17 on DuMont Network . . . Crosley showing new TV, freezer & range lines in Savoy Plaza, New York, Aug. 14-16 . . . Sentinel has new TV models to show at Sheraton Hotel, Chicago, Aug. 14-15 . . . Motorola's new TV-radio lines to be shown in Essex House, New York, Aug. 21-22 . . . Hoffman's new sets (Vol. 7:31) promised for September delivery, with distributor meetings due in St. Louis, Aug. 12-13; San Antonio, Aug. 13-14; Salt Lake City, Aug. 14-15; Memphis, Aug. 16-17; Oklahoma City, Aug. 27-28; Tulsa, Aug. 30-31.

Stop misleading public, warns New York Better Business Bureau in special bulletin condemning retail ads stressing "no money down" or "no cash required" in buying TVs and radios since easing of Regulation W (Vol. 7:30). BBB says its shoppings revealed very few trade-ins met full down payments, higher prices being asked when no trade-ins were available. It also cautioned dealers that Regulation W, even as amended, requires record be kept of each sale showing down payment in cash and

usual, about 2 months old. RTMA may have new one soon. Meanwhile, dealer inventory survey by Dun & Bradstreet is due around Sept. 1, covering Aug. 1 holdings and now organized for monthly reports. Henceforth, it's hoped to be able to chart course of the industry a little more surely than weekly factory and belated distributor figures have hitherto permitted.

Radio output totaled 231,854 (112,018 private label) week ending Aug. 17, about same as week before; factory inventory was 368,280, up by only a few thousand. Week's radios were 112,220 home receivers, 27,343 portables, 91,976 auto.

RTMA revised July output figures up to 116,000 TVs, down to 539,500 radios. These compare with 330,377 & 722,518, respectively, for same 1950 month. For first 7 months of year (30 weeks), total output figures thus come to 3,483,674 TVs and 3,413,136 radios. Radios were 4,233,611 home, 915,482 portables, 3,264,043 auto.

PRIME use of color to date has been, ironically, as black-&-white promotional peg—with CBS no exception. CBS-Columbia cleverly lifted word "compatible" from proponents of compatible color system, is using it to help move internally-adapted black-&-white sets. Admiral's promotion of "color TV optional" (Vol. 7:33), like everyone else's advertising of adapters, converters, etc., is primarily aimed at easing prospective purchasers' minds about buying black-&-white now.

Fact is, few in industry see how anyone, including companies large as Admiral and small as CBS-Columbia, could manage any sizeable color production this year—possibly next, too, in light of materials shortages and controls. Aside from time required for tooling up and field-testing processes, special components such as discs and motors simply aren't available in big quantities.

Admiral to date has built only 4 "slave" converters in console cabinet, 10-in. magnified, as yet unpriced. Its distributors and dealers have big cardboard replicas to display, instructed to show cut-outs of actual-size 20-in. screens alongside. Purpose is plainly to hypo black-&-white sales.

One of the 4 Admiral color sets was shown in Washington this week. Dealers paid it little attention, were all excited instead about prices of new line (Vol. 7:33). Between Admiral's lower prices and rest of industry's competitive prices, the high price of color receivers and converters is going to make black-&-white extremely attractive, in minds of industry people—particularly Admiral, which makes no bones about its intention of using the color gimmicks (including $14.95 adapter) as come-on for black-&-white sales.

Demonstration we saw on Admiral set was well below CBS average in quality. But Admiral officials make it clear they made it only to be ready to jump any direction consumers demand; if customer should order the set, he can't be promised delivery date, let alone quoted price, for Admiral says the wheels aren't available.

Admiral has issued consumer booklet stressing 3 points: (1) "Optional" arrangement gives big picture on monochrome, regardless of size of picture on color slave. (2) Lower cost: "Even with color added to a 20-in. Admiral Table Model, your combined investment will be substantially less than the cost of a 10-in. color set." (3) Freedom from obsolescence: "These amazing new Admiral TV receivers are so engineered that color can be added regardless of what system of telecasting is ultimately adopted."

Competitors aren't happy about Admiral campaign, some outright sore, saying it will further "muddy the trade waters." CBS hasn't said anything yet, and Admiral hasn't taken out CBS patent license.

CBS-Columbia still sticks to oft-iterated color production schedule (Vol. 7:29). President David Cogan says pilot production should be coming off line mid-September, with moderate regular production in October. Price of first-scheduled unit, $500 for combination 10-in. magnified color-monochrome console, is still unchanged. "We're already learning how to save dollars," says Mr. Cogan, "and we'll be able to pass them on in later production." Prices of company's black-&-white line, higher than those of competitors in midst of "war" (see p. 6), will probably have come down, Mr. Cogan indicated. New prices are due Sept. 1. Detroit is next city to get demonstration for CBS-Columbia dealers. Pictures will be picked off network Aug. 27-28, red closed-circuit to Masonic Temple.

Permission to colorcast both compatible and CBS systems was requested of FCC this week by Crosley's WLWT, Cincinnati. Receiver development is principal purpose, company says. Some demonstrations will be open to public to test picture acceptability. Studio and remote facilities are planned. Meanwhile, CBS reports plans to show color in Paris in mid-September at request of French Govt. This is in addition to closed-circuit demonstrations scheduled for Sept. 24-29 International Congress of Telecasting in Paris. Both CBS and RCA report enormous public reaction to TV—color and monochrome, respectively—at recent Berlin demonstrations (Vol. 7:32). Quoted report of London newsman who wrote: "I prophesy that when color of the American standard reaches Britain . . . then black-&-white pictures will become the daguerreotype of the 'fifties'." RCA reported over 500,000 witnesses of its programs, said police had to control crowds, and showings at 2 locations had to be discontinued because of traffic congestion.

Donald B. Sinclair, chief engineer, General Radio Co., Cambridge, Mass., nominated for 1952 president of IRE on ballots now being voted by mail. Harold L. Kirke, BBC asst. chief engineer, nominated for honorary v.p. Voting is to choose 2 of these 5 nominees for directors-at-large: Ben Akerman, chief engineer, WGST, Atlanta; William B. Lodge, engineering v.p., CBS; Simon Ramo, co-director of research & development, Hughes Aircraft Co.; Prof. John D. Ryder, U of Illinois; Prof. Ernst Weber, Brooklyn Polytechnic Institute. Nominees for regional directors, one to be chosen in each: *Region 1*—Glenn H. Browning, Browning Labs; Dale Pollack, New London Instrument Co. *Region 2*—Fred W. Albertson, attorney, Washington; Prof. Cornelius G. Brennecke, No. Carolina State College; Irving G. Wolff, RCA Laboratories. *Region 5*—Alois W. Graf, patent lawyer, Chicago; Orrin W. Towner, technical director, WHAS & WHAS-TV, Louisville. *Region 7*—Robert L. Sink, chief electronics engineer, Consolidated Engineering Corp., Pasadena, Cal.; Prof. Karl Spangenberg, Stanford U.

CANADIAN BROADCASTING CORP., which not only operates string of govt.-owned radio stations and a broadcasting network in competition with private enterprises, but also is charged with regulating Dominion's radio and TV, apparently isn't going to issue any CPs for private TV stations until its own first 2 are completed in Toronto & Montreal sometime next year (Vol. 7:22, -29-30).

Nor will it even disclose who are the private applicants, and for what channels. Indeed, efforts to get list of applicants and channels sought from official sources have met with official avowal that such information isn't releasable!

From private sources, however, we learn these applicants have thus far been heard, decisions on all deferred: CKSY & CFRB, Toronto; CKAC & CFCF, Montreal; CKLW, Windsor; CFRA, Ottawa; CKNW, New Westminster, B. C.; Canadian Famous Players Ltd., theatre chain, Toronto; Mastervision Ltd., radio manufacturer, also Toronto. Denied was application by CHML, Hamilton, presumably because CBC wants to build own station on the vhf channel allocated there. There may be other applications on file, but CBC won't tell who they are. [For list of proposed TV channel allocations in Canada, see pages 59-60, *TV Factbook No. 13*.]

Thus, Canada lags behind even Mexico in TV, and of course far behind U. S., even with our freeze—albeit some 2000 Canadian homes near border have bought TV sets to receive U. S. stations. Exasperated private broadcasters partially blame U. S. interests for bureaucracy-bound condition in their country. Said one: "Frankly, the galling part of this whole incredible setup, with its all-powerful state-owned CBC at the apex, could not exist without the benevolent support and cooperation of the U. S. networks, who are such ardent supporters of free enterprise at their own meetings. They feed virtually all their programs to the CBC, thus permitting it to continue on much better deals than their own affiliates in the U. S. to our knowledge."

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More lenient provisions of new construction controls on small jobs (Vol. 7:31-33) have resulted in swift action for some broadcasters who applied under old regulation for permission to begin construction or alterations. They were notified they're exempt under new regulations (M-4A, CMP Reg. 6) because their projects require less than 2 tons of steel, 200 lbs. of copper, no aluminum. Washington office told these 3 applicants their construction isn't restricted under new controls: WBTV, Charlotte, which had applied to begin alterations to TV studio valued at $12,064; WOOF, Dothan, Ala., broadcast building, $28,000; WPAQ, Mt. Airy, N. C., broadcast station, $11,350. Other applicants whose projects are exempt were notified from field offices where they filed applications.

This week's only application for new TV station was filed by Mountain Radio Inc., seeking Channel 7 for Wausau, 40% owned by *Wausau Record-Herald*, 60% by Central Bcstg. Co. (Morgan Murphy-Walter Bridges), which owns AM stations in Minnesota and Wisconsin, is applicant for Duluth, Hibbing, Madison, Eau Claire (*TV Addenda 13-C*). Total applications now pending 436. Reported readying applications are KBOR, Brownsville, Tex., opposite Matamoros, Mexico, where new TV is testing (Vol. 7:31-33); and Oklahoma Telecasting Corp., planning to apply for Channel 9 in Oklahoma and prepared to spend $1,500,000 on installation including transmitter and 1500-ft. tower. Latter group includes Edgar T. Bell, ex-WKY, former Gov. Roy J. Turner, RCA distributor Luther T. Delaney and others. For list of all applications pending, see *TV Factbook No. 13*, Addenda 13-A to 13-H.]

Three-man "talent committee" of Salary Stabilization Board began study Aug. 30 of pay policies and problems involving performers in TV, radio, movies and on the stage. Committee, which will advise Salary Board, is headed by Roy Hendrickson, former Agriculture Marketing Administrator. Other members are Philip F. Siff, ex-director of Selznick International and United Artists, and Neal Agnew, ex-Paramount Pictures v.p., now consultant to independent motion picture distributors. William E. Sanborn, member of Salary Board, is serving as committee's executive secretary.

Jerry Fairbanks Productions merger into Isaac L. Levy's Official Films Inc., for which latter was to pay 175,000 of 2,000,000 authorized shares (Vol. 7:22), has been dissolved—and Jerry Fairbanks resumes presidency of Hollywood firm bearing his name, with Sid Rogell as executive v.p. in charge of studio operations. Firm reports it has secured outside financing, but its current series of TV films will be distributed by Official Films Inc. New president of Official Films Inc. is Billy Goodheart Jr., succeeding Aaron Katz, resigned.

Columbia Pictures' TV production subsidiary, Screen Gems, headed by Ralph Cohn, was merged this week with United Productions of America (Stephen Bosustow), to be called Screen Gems Div. of United Productions of America. Specialty will be animated films. Rialto reports also have Columbia Pictures considering establishment of New York studios for TV production.

Snader Telescription Sales Inc. reports it has acquired distribution of 13 first-run Korda films, never before shown in this country, for both movie and TV release, listing 9 of them as follows: *The Wooden Horse, Bonnie Prince Charlie, Flesh and Blood, Small Dark Room, Into the Blue, The Small Voice, The Courtneys of Curzon Street, The Angel with the Trumpet, The Wonder Kid.*

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Deletion of Channel 3 from San Diego, part of tentative U. S.-Mexican agreement, worried San Diego educators, since channel was proposed to be reserved for them. FCC wrote them this week, said U. S. got fair shake in revision, assured them educational interests weren't being neglected, pointed out that they can ask for reservation of another vhf channel in San Diego if they choose. Tentative agreement would move Channel 3 to Mexicali which would lose 7 & 9. Other proposed assignments in area (*TV Factbook No. 13*) would remain unchanged.

Portland-Seattle microwave extension of present San Francisco-Portland coaxial (Vol. 7:33) isn't expected to be ready for phone service until beginning of 1953, meaning Seattle's hookup into transcontinental TV circuits is at least that far away, according to Pacific Tel. & Tel.

FCC's uhf propagation studies have culminated in report TRR 2.4.12, *UHF Propagation Within Line of Sight*, now available from Technical Research Div., Room 1629 Temporary T Bldg., 14th & Constitution, Washington.

With uhf military equipment particularly in mind, RCA has issued *Ultra High Frequency Fundamentals*, manual available for 75¢ from RCA Govt. Service Div.

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Color Television Inc., San Francisco, unsuccessful bidder for FCC approval of its TV color system, is reported to have secured $4,000,000 contract to manufacture airborne radar and other electronic products developed by Tomlinson I. Moseley, president of Dalmo Victor Co., San Carlos, Cal. Existing plant, no longer used for TV since CTI system was rejected along with RCA's in favor of CBS's, will be utilized with additional facilities to be built in San Francisco peninsula area, according to CTI president Arthur S. Matthews.

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Proposed Allocations by States and Cities, VHF-UHF

United States and Territories

As Contained in FCC Proposals Regarding VHF-UHF Rules, Standards and Allocations Issued July 11, 1949
As Public Notice 49-948 (Our Supplement No. 64), and Still Subject to FCC Hearings
Population figures are 1940 U. S. Census to nearest even figure.

Set forth is a proposed revision of Section 3.606 containing the table showing allocation of television channels to the various communities in the United States. In constructing the table, no change has been made in existing authorizations, with exception of the 3 stations (†) mentioned in par. 8, 9 and 10 of the *Notice of Further Proposed Rule Making* [Supp. No. 64]. In addition, all existing authorizations except WDEL-TV, Wilmington, Dela., and WGAL-TV, Lancaster Pa., have been considered on the basis of utilization of maximum power authorized for the class of station in question from their authorized sites. In all other cases, a site in the center of the community in question and maximum power of the station of the class in question have been assumed. An antenna height of 500 feet above average terrain was assumed in all cases.

The Commission has endeavored wherever possible to have a co-channel separation for Metropolitan stations on the VHF band of 220 miles and adjacent channel separa tion of 110 miles. On the UHF channels it was endeavore to maintain a 200 mile co-channel spacing and a 100 mil adjacent channel spacing. In the case of the communit channels which are provided for in the allocation plan, co-channel separation of 140 miles and adjacent channe separation of 60 miles have been utilized.

The table showing the allocation for the various com munities is shown on the following pages; channel as signments marked (c) indicate community channels 4 through 55:

*VHF channel numbers by frequencies: No. 2 (54-60 mc); 3 (6 66 mc); 4 (66-72 mc); 5 (76-82 mc); 6 (82-88 mc); 7 (174-180 mc) 8 (180-186 mc); 9 (186-192 mc); 10 (192-198 mc); 11 (198-204 mc) 12 (204-210 mc); 13 (210-216 mc).

† WSYR-TV, Syracuse; WXEL, Cleveland; WHAM-TV, Rocheste

Note: UHF channels, though numbered, will not be assigned specif frequencies until final rules and standards are adopted.

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
ALABAMA			
Alexander City	—	17	7
Andalusia	—	26	7
Auburn	—	33	5
Birmingham	4,6,13	—	408
Brewton	—	15	3
Clanton	—	27	4
Decatur	—	41	17
Demopolis	—	14	4
Dothan	—	45	17
Enterprise	—	39	4
Eufaula	3	—	6
Florence	—	43	15
Gadsen	—	44	37
Greenville	—	43	5
Huntsville	—	26	13
Jasper	—	20	7
Mobile	5,8,11,13	—	115
Montgomery	7,10	—	94
Opelika	—	31	8
Selma	—	30	20
Sheffield	—	45	8
Talladega	—	35	9
Tuscaloosa	—	23	27
Troy	—	21	7
ARIZONA			
Ajo	—	19,21	1
Bisbee	—	19,21	6
Buckeye	—	39	1
Casa Grande	—	24	1
Clarkdale	—	43,45	3
Clifton	—	30	3
Coolidge	—	35,37	2
Douglas	—	15,17	9
Flagstaff	9,11	14,16	5
Ft. Huachuca	—	38	1
Ganado	—	15	1
Globe	—	22	6
Grand Canyon	—	40	0.6
Hayden	—	28,44	2
Holbrook	—	27,29	1
Jerome	—	36	2
Kingman	6	29,35	2
Mesa	—	31,33	7
Miami	—	26	5
Morenci	—	32	3
McNary	—	34	2
Nogales	—	23,25	5
Parker	—	38	1

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
ARIZONA—Continued			
Phoenix	2,4,5,8,12	15,17	121
Prescott	—	23,25	6
Safford	—	36	2
St. Johns	—	38	1
San Simon	—	40	0.7
Superior	—	42	4
Tombstone	—	29	0.8
Tucson	3,6,7,10	14,16	37
Wickenburg	—	41	1
Williams	—	30	3
Winslow	—	18,20	5
Yuma	9,13	30,32,34	5
ARKANSAS			
Arkadelphia	—	15	5
Batesville	—	20	5
Blytheville	—	44	11
Camden	—	42	9
Conway	—	24	6
Crossett	—	26	5
El Dorado	—	34	16
Fayetteville	—	31	8
Forrest City	—	16	6
Fort Smith	—	16,18	37
Harrison	—	26	4
Helena	—	14	9
Hope	—	22	7
Hot Springs	—	44	21
Jonesboro	—	23,25	12
Little Rock	2,5,7,11	—	127
Magnolia	—	20	4
Malvern	—	28	5
Morrilton	—	17	5
Newport	—	37	4
Paragould	—	18	7
Paris	—	39	3
Pine Bluff	—	38,40	21
Pachontas	—	34	3
Rogers	—	33	4
Russellville	—	21	6
Siloam Springs	—	42	3
Springdale	—	45	3
Stuttgart	—	33	6
Texarkana	6	25,27	12
West Helena	—	27	5

	VHF Channel No.	UHF Channel No.	Pop. in
CALIFORNIA			
Alturas	—	24	
Arcata	—	30	
Arroyo Grandé	—	32	
Bakersfield	10	14,16	2
Banning	—	23	
Barstow	—	25	
Blythe	—	26	
Brawley	—	20	1
Bridgeport	—	43	0
Calipatria	—	28	
Calexico	—	22	
Chico	12	36	
Coalinga	—	41	
Colton	—	39	1
Corona	—	35	
Crescent City	—	45	
Delano	—	38	
Dinuba	—	29	
El Centro	—	18	1
Escondido	—	41	
Eureka	—	14,16,28	1
Fillmore	—	28	
Ft. Bragg	—	24	
Fresno	8,12	15,17	9
Grass Valley	—	19	
Hanford	—	19	
Hollister	—	20	
Indio	—	31	
Independence	—	33	0
Inyokern	—	43	
Laguna Beach	—	33	
Lakeport	—	33	
Lancaster	—	45	
Lodi	—	21	1
Lompoc	—	42	
Los Angeles	2,4,5,7,9,11,13	—	2,90
Merced	—	24	1
Modesto	—	26	1
Mojave	—	20	
Monterey	—	18	1
Mt. Shasta	—	23	
Napa	—	29	
Needles	—	24	
Oceanside	—	27	
Oroville	—	27	
Oxnard	—	22	
Pacific Grove	—	45	

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CALIFORNIA—Continued

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
Palm Springs	—	44	3
Paso Robles	—	25	3
Petaluma	—	23	8
Placerville	—	34	3
Porterville	—	31	6
Portola	—	41	2
Red Bluff	—	25	4
Redding	—	18,42	8
Redlands	—	29	14
Riverside	—	19,21	31
Sacramento	6,10	38,40	159
Salinas	—	30	12
San Bernardino	—	15,17	44
San Diego	3,6,8	14,16	256
San Francisco-Oakland	2,4,5,7,9,11	—	1,428
San Luis Obispo	—	21	9
San Jose	—	35,37,39	129
Santa Barbara	—	24,26	35
Santa Cruz	—	14,16	17
Santa Maria	—	44	9
Santa Paula	—	18	9
Santa Rosa	—	17	13
Scotia	—	37	1
Sonora	—	32	2
Stockton	—	42,44	79
Susanville	—	22	2
Taft	—	36	3
Trona	—	40	2
Tulare	—	23	8
Turlock	—	28	5
Ukiah	—	20	3
Ventura	—	30	13
Victorville	—	37	3
Visalia	—	27	9
Wasco	—	34	5
Watsonville	—	22	9
Weaverville	—	39	0.7
Westwood	—	45	5
Willits	—	43	2
Willows	—	31	2
Yreka	11,13	—	2
Yuba City	—	15	5

COLORADO

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
Alamosa	12	31	6
Boulder	—	41,43	13
Burlington	—	15	1
Canon City	—	28	.7
Cheyene Wells	—	39	0.7
Colo. Springs	—	20,24	37
Cortez	—	18	2
Craig	—	26	2
Del Norte	—	33	2
Delta	—	25	4
Denver	2,4,5,7,9	—	384
Durango	—	14	6
Ft. Collins	—	33,35	12
Ft. Morgan	—	25	5
Glenwood Spgs.	—	30,36	2
Grand Junction	—	15,17	12
Greeley	—	29,31	16
Gunnison	—	19	2
Hugo	—	36	1
La Junta	—	16	7
Lamar	—	19	4
Las Animas	—	14	3
Leadville	—	32	5
Limon	—	22	1
Longmont	—	45	7
Loveland	—	27	6
Meeker	—	42	1
Montrose	—	27	5
Oak Creek	—	34	2
Ouray	—	38	1
Pagosa Springs	—	16	2
Pueblo	3,6,8,10	—	62
Rocky Ford	—	42	3
Salida	—	44	5
San Luis	—	23	1
Silverton	—	29	1
Springfield	—	25	1
Steamboat Springs	—	39	2
Sterling	—	34	7
Trinidad	—	18,21	13
Walden	—	37	0.6
Walsenburg	—	26	6
Wray	—	38	2
Yuma	—	17	2

CONNECTICUT

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
Bridgeport	—	14,16	217
Hartford-New Britain	—	30,32,34	502
New Haven	6	20,22	308
Waterbury	—	24,26	145

DELAWARE

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
Dover	—	47(c)	6
Wilmington[1]	7	30,32	189

DISTRICT OF COLUMBIA

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
Washington	4,5,7,9	33	908

FLORIDA

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
Apalachicola	—	44	3
Belle Glade-Chosen	—	26	4
Clearwater	—	43	10
Crestview	—	18	2
Cross City	—	24	2
Daytona Beach	—	32,34,36	23
DeLand	—	19	7
Everglades	—	40	0.6
Fort Lauderdale	—	30,32	18
Fort Myers	—	35,37	11
Fort Pierce	—	39	8
Gainsville	—	14,16	14
Hollywood	—	34	6
Jacksonville	2,4,5,8,10	—	173
Key West	—	19,21	13
Lake City	—	26	6
Lakeland	—	33	22
Lake Worth	—	28	7
Leesburg	—	27	5
Marianna	—	37	5
Melbourne	—	15	3
Miami	2,4,5,8,10,12	—	172
Ocala	—	38	9
Orlando	—	21,23,25	37
Palatka	—	40	7
Palm Beach	—	24	4
Panama City	—	14,16	12
Pensacola	—	20,22,24	37
Perry	—	22	3
Plant City	—	31	7
Quincy	—	19	5
Sebring	—	17	3
St. Augustine	—	42,44	12
St. Petersburg-Tampa	3,6,7,9,11,13	—	210
Sanford	—	29	10
Sarasota	—	20	11
Sulphur Springs	—	45	5
Tallahassee	12	28	16
West Palm Beach	—	14,16,18,22	34
Winter Haven	—	41	6

[1] See footnote Number 6 to Section III-E-1 in Appendix A which is part of the Notice of Further Proposed Rule Making herein.

GEORGIA

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
Albany	—	42	19
Americus	—	20	9
Athens	—	21,23	221
Atlanta	2,5,8,11	32,34	302
Augusta	6,12	17	66
Bainbridge	9	—	6
Brunswick	—	37,39	15
Cairo	6	—	5
Cartersville	—	39	6
Cedartown	—	19	9
Columbus	—	36,38,40	53
Cordele	13	—	8
Dalton	—	25	10
Dawson	—	25	4
Douglas	—	30	5
Dublin	—	43	8
Fitzgerald	—	27	7
Gainsville	—	15	10
Griffin	—	29	13
Jesup	—	35	3
La Grange	—	22,24	22
Macon	—	14,16,18	58
Milledgeville	—	26	7
Moultrie	—	15	10
Rome	—	42	26
Savannah	3,9,11	—	96
Statesboro	—	19	5
Thomasville	—	32,34	13
Thomson	—	41	3
Toccoa	—	27	5
Valdosta	—	17	16
Waycross	—	21,23	17

IDAHO

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
Aberdeen	—	43	1
Arco	—	28	0.5
Blackfoot	—	33	4
Boise	2,4,5,7	—	26
Bonners Ferry	—	31,33	1
Buhl	—	44	2
Burley	—	24	5
Caldwell	—	35,37	7
Cascade	—	18	1
Challis	—	26	0.6
Coeur d'Alene	9,12	41,43	10
Council	—	31	0.7
Driggs	—	39	1
Dubois	—	31	0.3
Gooding	—	22	3
Grangeville	—	45	2
Idaho Falls	3,6	19,21	15
Kellogg Wardner	—	16	4
Ketchum	—	36	1
Lewiston	—	32,34	11
Mackay	—	38	0.8
Malad City	—	45	3
Montpelier	—	26	3
Moscow	—	21	6
Mountain Home	—	39	1
Nampa	9,12	23,25	12
Orofino	—	36	2
Pocatello	8,10	35	18
Preston	—	15,17	4
St. Anthony	—	41	3
St. Maries	—	18	2
Salmon	—	15	2
Sandpoint	—	20,22	4
Shoshone	—	14	1
Soda Springs	—	37	1
Twin Falls	11,13	16	12
Wallace	—	39	4
Weiser	—	27,29	4

ILLINOIS

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
Aurora	—	41,43	47
Bloomington	—	26	33
Cairo	—	15	14

(Continued on next page)

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	VHF Channel No	UHF Channel No.	Pop. in Thousands
ILLINOIS—Continued			
Carthage	10	—	3
Centralia	—	24	16
Champaign	—	15	23
Chicago	2,4,5,7,9,11,13	—	3,397
Clinton	—	38	6
Danville	—	19	37
Decatur	—	34,36	59
Elgin	—	20	38
Galesburg	—	21	29
Harrisburg	—	32	11
Herrin	—	37	9
Jacksonville	—	23	20
Joliet	—	24	42
Kankakee	—	30	22
Kewanee	—	16	17
La Salle	—	33	13
Lincoln	—	44	13
Litchfield	—	29	7
Metropolis	—	22	6
Moline-Rock Island-Davenport	4,5	42	175
Mt. Carmel	—	35	7
Mt. Vernon	—	27	15
Peoria	6,12	31	105
Quincy	—	18,30	40
Rockford	—	27,29	85
Springfield	3	17	76
Sterling	—	35	11
Urbana	—	22	14
Vandalia	—	40	5
Waukegan	—	46(c)	34
INDIANA			
Anderson	—	27	42
Bedford	—	33	13
Bloomington	10	—	21
Columbus	—	43	12
Evansville	—	16,18,20	97
Fort Wayne	—	25,38	118
Gary	—	48(c)	112
Indianapolis	6,8,12	45	387
Kokomo	—	23	34
La Fayette	—	37	29
Logansport	—	21	20
Marion	—	18	27
Muncie	—	32	50
Richmond	—	41	35
Seymour	—	17	9
South Bend	—	40,42	101
Terre Haute	—	28,39	63
Tell City	3	—	5
Vincennes	—	14	18
IOWA			
Ames	4	—	13
Albia	—	34	5
Algona	10	—	5
Atlantic	—	32	6
Boone	—	25	12
Burlington	—	28	26
Carroll	—	40	5
Cedar Rapids	7,9	—	62
Centerville	—	26	8
Chariton	—	41	6
Charles City	12	—	9
Cherokee	—	38	7
Clarinda	—	23	5
Clinton	—	37	26
Creston	—	21	8
Davenport, Rock Island, Moline	4,5	42	175
Decorah	3	—	5
Des Moines	8,11,13	—	184
Dubuque	—	45	44
Fairfield	—	24	7
Fort Dodge	—	17	23
Fort Madison	—	14	14
Glenwood	—	28	5
Iowa City	2	—	17

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
IOWA—Continued			
Iowa Falls	—	33	4
Keokuk	—	32	15
Knoxville	—	43	7
Marshalltown	—	15	19
Mason City	—	39	27
Muscatine	—	40	18
Newton	—	29	10
Ottumwa	—	20,38	32
Red Oak	—	42	6
Shenandoah	—	16	7
Sioux City	2,5,9	—	82
Storm Lake	—	35	5
Waterloo-Cedar Falls	—	22,36	67
Webster City	—	19	7
KANSAS			
Anthony	—	39	3
Arkansas City	—	37	13
Atchison	—	18	13
Baxter Springs	—	38	5
Belleville	—	27	3
Clay Center	—	38	5
Coffeyville	—	44	17
Colby	—	26	2
Concordia	—	34	6
Dodge City	—	24,43	8
El Dorado	—	16	10
Emporia	—	21	13
Ft. Scott	—	32	11
Garden City	9,11	—	6
Goodland	—	28	3
Great Bend	5	14	9
Hays	—	22	6
Hutchinson	—	20	30
Iola	—	41	12
Junction City	8	—	9
Kansas City (see Kansas City, Mo.)			
Kinsley	—	41,45	2
Larned	—	30	4
Lawrence	—	39	14
Liberal	—	38	4
Lindsborg	—	42	2
Manhattan	—	15	12
McPherson	—	28	1
Newton	—	31	11
Norton	—	36	3
Oberlin	—	33	2
Osawatomie	—	24	5
Osborne	—	17	2
Ottawa	—	26	10
Phillipsburg	—	44	2
Pittsburg	—	30	18
Pratt	—	18	7
Russell	—	32	5
Salina	—	40	21
Scott City	—	31	2
Sharon Springs	—	21	1
Syracuse	—	29	1
Topeka	11,13	—	68
Wellington	—	33	7
Winfield	—	35	10
Wichita	3,10,12	—	115
KENTUCKY			
Ashland (see Huntington, W. Va.)			
Bowling Green	—	34	15
Corbin	—	45	8
Danville	—	38	7
Frankfort	—	15	11
Glasgow	—	40	6
Hazard	—	23	7
Henderson	—	41	13
Hopkinsville	—	36	12
Lexington	—	19	49
Louisville	5,9	29,31	434
Madisonville	—	25	8
Mayfield	—	17	9
Maysville	—	39	7
Middlesboro	—	41	12

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
KENTUCKY—Continued			
Murray	—	39	4
Owensboro	—	44	50
Paducah	12	—	34
Richmond	—	21	7
Somerset	—	35	6
Winchester	—	42	9
Vancleve	—	28	75
LOUISIANA			
Abbeville	—	28	7
Alexandria	5,11	—	27
Bastrop	—	23	7
Baton Rouge	—	43,45	35
Bogalusa	—	26	15
Crowley	—	17	10
De Ridder	—	29	4
Eunice	—	38	5
Hammond	—	14	6
Houma	—	24	9
Jennings	—	31	7
Lafayette	—	41	19
Lake Charles	—	23	21
Minden	—	14	7
Monroe	—	32,39	23
Natchitoches	—	24	7
New Iberia	—	34	14
New Orleans	2,4,6,7,10	—	540
Oakdale	—	19	4
Opelousas	—	15	9
Pineville	—	21	4
Ruston	—	16	7
Shreveport	3,10,13	—	112
Tallulah	—	30	6
Thibodaux	—	32	6
Winnfield	—	36	5
MAINE			
Augusta	8,10	19,21,23	19
Bangor-Old Town	5,12	36,42	37
Biddeford-Saco	—	14,16	28
Brunswick	—	44	7
Calais	2,7	14,16,18	5
Ft. Kent - St. Francis	8	15,17,19,21	6
Houlton	—	25,27,29	7
Lewiston - Auburn	—	28,30	58
Portland	6,13	—	166
Presque Isle	—	31,33,35	17
Waterville	—	32,34	16
MARYLAND			
Annapolis	—	49(c)	13
Baltimore	2,11,13	14,16	1,047
Cumberland	—	39,44	39
Hagerstown	—	35	33
Salisbury	—	43	13
Frederick	—	37	16
MASSACHUSETTS			
Barnstable - W. Yarmouth	—	37	8
Boston	2,4,5,7	—	771
Brockton	—	48(c)	62
Fall River - New Bedford	—	19,21,23	225
Lawrence-Lowell-Haverill	—	25,27	232
Pittsfield	—	28	50
Springfield - Holyoke	—	36,38	150
Worcester	—	43,45	194
MICHIGAN			
Alpena	—	39	13
Ann Arbor	—	37	30
Battle Creek	—	29	43

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
CALIFORNIA—Continued			
Palm Springs	—	44	3
Paso Robles	—	25	3
Petaluma	—	23	8
Placerville	—	34	3
Porterville	—	31	6
Portola	—	41	2
Red Bluff	—	25	4
Redding	—	18,42	8
Redlands	—	29	14
Riverside	—	19,21	31
Sacramento	6,10	38,40	159
Salinas	—	30	12
San Bernardino	—	15,17	44
San Diego	3,6,8	14,16	256
San Francisco-Oakland	2,4,5,7,9,11	—	1,428
San Luis Obispo	—	21	9
San Jose	—	35,37,39	129
Santa Barbara	—	24,26	35
Santa Cruz	—	14,16	17
Santa Maria	—	44	9
Santa Paula	—	18	9
Santa Rosa	—	17	13
Scotia	—	37	1
Sonora	—	32	2
Stockton	—	42,44	79
Susanville	—	22	2
Taft	—	36	3
Trona	—	40	2
Tulare	—	23	8
Turlock	—	28	5
Ukiah	—	20	3
Ventura	—	30	13
Victorville	—	37	3
Visalia	—	27	9
Wasco	—	34	5
Watsonville	—	22	9
Weaverville	—	39	0.7
Westwood	—	45	5
Willits	—	43	2
Willows	—	31	2
Yreka	11,13	—	2
Yuba City	—	15	5
COLORADO			
Alamosa	12	31	6
Boulder	—	41,43	13
Burlington	—	15	1
Canon City	—	28	7
Cheyene Wells	—	39	0.7
Colo. Springs	—	20,24	37
Cortez	—	18	2
Craig	—	26	2
Del Norte	—	33	2
Delta	—	25	4
Denver	2,4,5,7,9	—	384
Durango	—	14	6
Ft Collins	—	33,35	12
Ft. Morgan	—	25	5
Glenwood Spgs.	—	30,36	2
Grand Junction	—	15,17	12
Greeley	—	29,31	16
Gunnison	—	19	2
Hugo	—	36	1
La Junta	—	16	7
Lamar	—	19	4
Las Animas	—	14	3
Leadville	—	32	5
Limon	—	22	1
Longmont	—	45	7
Loveland	—	27	6
Meeker	—	42	1
Montrose	—	27	5
Oak Creek	—	34	2
Ouray	—	38	1
Pagosa Springs	—	16	2
Pueblo	3,6,8,10	—	62
Rocky Ford	—	42	3
Saguache	—	40	1

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
COLORADO—Continued			
Salida	—	44	5
San Luis	—	23	1
Silverton	—	29	1
Springfield	—	25	1
Steamboat Springs	—	39	2
Sterling	—	34	7
Trinidad	—	18,21	13
Walden	—	37	0.6
Walsenburg	—	26	6
Wray	—	38	2
Yuma	—	17	2
CONNECTICUT			
Bridgeport	—	14,16	217
Hartford-New Britain	—	30,32,34	502
New Haven	6	20,22	308
Waterbury	—	24,26	145
DELAWARE			
Dover	—	47(c)	6
Wilmington[1]	7	30,32	189
DISTRICT OF COLUMBIA			
Washington	4,5,7,9	33	908
FLORIDA			
Apalachicola	—	44	3
Belle Glade-Chosen	—	26	4
Clearwater	—	43	10
Crestview	—	18	2
Cross City	—	24	2
Daytona Beach	—	32,34,36	23
DeLand	—	19	7
Everglades	—	40	0.6
Fort Lauderdale	—	30,32	18
Fort Myers	—	35,37	11
Fort Pierce	—	39	8
Gainsville	—	14,16	14
Hollywood	—	34	6
Jacksonville	2,4,5,8,10	—	173
Key West	—	19,21	13
Lake City	—	26	6
Lakeland	—	33	22
Lake Worth	—	28	7
Leesburg	—	27	5
Marianna	—	37	5
Melbourne	—	15	3
Miami	2,4,5,8,10,12	—	172
Ocala	—	38	9
Orlando	—	21,23,25	37
Palatka	—	40	7
Palm Beach	—	24	4
Panama City	—	14,16	12
Pensacola	—	20,22,24	37
Perry	—	22	3
Plant City	—	31	7
Quincy	—	19	5
Sebring	—	17	3
St. Augustine	—	42,44	12
St. Petersburg-Tampa	3,6,7,9,11,13	—	210
Sanford	—	29	10
Sarasota	—	20	11
Sulphur Springs	—	45	5
Tallahassee	12	28	16
West Palm Beach	—	14,16,18,22	34
Winter Haven	—	41	6

[1] See footnote Number 6 to Section III-E-1 in Appendix A which is part of the Notice of Further Proposed Rule Making herein.

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
GEORGIA			
Albany	—	42	19
Americus	—	20	9
Athens	—	21,23	221
Atlanta	2,5,8,11	32,34	302
Augusta	6,12	17	66
Bainbridge	9	—	6
Brunswick	—	37,39	15
Cairo	6	—	5
Cartersville	—	39	6
Cedartown	—	19	9
Columbus	—	36,38,40	53
Cordele	13	—	8
Dalton	—	25	10
Dawson	—	25	4
Douglas	—	30	5
Dublin	—	43	8
Fitzgerald	—	27	7
Gainsville	—	15	10
Griffin	—	29	13
Jesup	—	35	3
La Grange	—	22,24	22
Macon	—	14,16,18	58
Milledgeville	—	26	7
Moultrie	—	15	10
Rome	—	42	26
Savannah	3,9,11	—	96
Statesboro	—	19	5
Thomasville	—	32,34	13
Thomson	—	41	3
Toccoa	—	27	5
Valdosta	—	17	16
Waycross	—	21,23	17
IDAHO			
Aberdeen	—	43	1
Arco	—	28	0.5
Blackfoot	—	33	4
Boise	2,4,5,7	—	26
Bonners Ferry	—	31,33	1
Buhl	—	44	2
Burley	—	24	5
Caldwell	—	35,37	7
Cascade	—	18	1
Challis	—	26	0.6
Coeur d'Alene	9,12	41,43	10
Council	—	31	0.7
Driggs	—	39	1
Dubois	—	31	0.3
Gooding	—	22	3
Grangeville	—	45	2
Idaho Falls	3,6	19,21	15
Kellogg Wardner	—	16	4
Ketchum	—	36	1
Lewiston	—	32,34	11
Mackay	—	38	0.8
Malad City	—	45	3
Montpelier	—	26	3
Moscow	—	21	6
Mountain Home	—	39	1
Nampa	9,12	23,25	12
Orofino	—	36	2
Pocatello	8,10	35	18
Preston	—	15,17	4
St. Anthony	—	41	3
St. Maries	—	18	2
Salmon	—	15	2
Sandpoint	—	20,22	4
Shoshone	—	14	1
Soda Springs	—	37	1
Twin Falls	11,13	16	12
Wallace	—	[illegible]	4
Weiser	—	[illegible]	
ILLINOIS			
Aurora	—		
Bloomington			
Cairo			5

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	VHF Channel No	UHF Channel No.	Pop. in Thousands
MICHIGAN—Continued			
Benton Harbor	—	44	17
Cadillac	—	23	10
Cheboygan-Mackinaw City	4	—	6
Detroit	2,4,7	24,27	2,296
Escanaba	—	25	15
Flint	—	14,16,34	189
Gladstone	13	—	5
Grand Rapids	7,12	33,35	210
Hancock	—	16	6
Harbor Beach	—	38	2
Holland	—	26	15
Houghton	—	27	4
Iron Mountain	7,9	32,34	11
Iron River	—	14	4
Ironwood	—	30	13
Ishpeming	—	20	9
Jackson	—	20,22	50
Kalamazoo	3	15	77
Lansing	6	45	110
Ludington	—	30	9
Manistique	—	15	5
Manistee	—	27	9
Marquette	3,5,11	18	16
Midland	—	28	10
Muskegon	—	17,19	48
Petoskey	—	29,31	6
Pontiac	—	48(c)	67
Port Huron	—	46(c)	33
Rogers City	—	42	3
Saginaw-Bay City	—	18,21,32	153
Saulte Ste. Marie	8,10	14,16	16
Tawas City	—	25	1
Traverse City	—	41,43	14
West Branch	—	36	2
MINNESOTA			
Albert Lea	—	24	12
Alexandria	—	29	5
Austin	—	16	18
Bemidji	—	22	9
Brainerd	—	43	12
Chisholm	—	44	7
Crookston	—	20	7
Detroit Lakes	—	27	5
Duluth-Superior (see also Superior, Wisconsin)	3,6,8,10,12	—	136
Ely	—	18	7
Eveleth	—	37	7
Fairmont	—	26	7
Faribault	—	21	15
Fergus Falls	—	38	11
Grand Rapids	—	26	5
Hastings	—	40	6
Hibbing	—	39,41	16
International Falls	—	14,16	6
Little Falls	—	25	6
Mankato	—	44	16
Marshall	—	20	5
Minneapolis-St. Paul	2,4,5,7,9,11,13	—	911
Montevideo	—	36	5
Moorhead (see Fargo, N. D.)			
New Ulm	—	28	9
Northfield	—	14	5
Owatonna	—	42	9
Pine City	—	31	2
Red Wing	—	18	10
Rochester	—	32,34	26
St. Cloud	—	17,19	24
Thief River Falls	—	24	6
Virginia	—	21	12
Wadena	—	32	3
Willmar	—	15	8
Winona	—	38	22
Worthington	—	23	6

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
MISSISSIPPI			
Aberdeen	—	15	5
Biloxi	—	31,33	17
Brookhaven	—	18	6
Canton	—	24	6
Clarksdale	—	29,31	12
Columbia	—	29	6
Columbus	—	25	14
Greenville	—	43,45	21
Greenwood	—	21	15
Grenada	—	17	6
Gulfport	—	21,23	15
Hattiesburg	—	40,42	21
Jackson	3,9,12	—	88
Laurel	—	16	21
Kosciusko	—	19	4
McComb	—	20,22	10
Macon	2	—	2
Meridian	—	36,38	35
Natchez	—	25,27	15
Pascagoula	—	28	6
Philadelphia	—	34	4
Picayune	—	44	5
Starkville	—	28	5
Tupelo	—	22	8
Vicksburg	—	35,37	24
West Point	—	32	6
Yazoo City	—	41	7
MISSOURI			
Cape Girardeau	—	45	19
Carrollton	—	40	4
Carthage	—	25	11
Chillicothe	—	44	8
Clinton	—	20	6
Columbia	—	15	18
De Soto	2	—	5
Festus	—	42	5
Flat River	—	31	5
Fulton	—	33	8
Hannibal	—	25	21
Hermitage	—	23	0.3
Jefferson City	6	43	24
Joplin	—	19,22	37
Kansas City	2,4,5,9	—	399
Lebanon	—	27	5
Lexington	—	31	5
Louisiana	—	39	5
Marshall	—	17	9
Maryville	—	30	6
Mexico	—	22	9
Moberly	—	36	13
Nevada	—	34	8
Poplar Bluff	—	21	11
Rolla	—	35	5
St. Joseph	—	35,37	76
St. Louis	4,5,7,9,11,13	—	816
Salem	—	14	3
Sedalia	—	29	20
Sikeston	—	26	8
Springfield	3,10,12	—	61
Van Buren	—	38	0.5
Washington	—	19	7
West Plains	—	41	4
MONTANA			
Anaconda	—	35,37	11
Baker	—	19	1
Big Timber	—	24	2
Billings	2,4,5,7	19,21	23
Bozeman	—	14,16	9
Broadus	—	29	0.6
Butte	2,4,5,7	33,40	37
Chester	—	30	0.5
Chinook	—	25	2
Chouteau	—	18	1
Circle	—	28	0.7
Ekalaka	—	26	0.7
Cut Bank	—	43,45	3
Dillon	—	27	3

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
MONTANA—Continued			
Forsyth	—	32,39	2
Fort Benton	—	36,38	2
Glasgow	—	18,20,22	4
Glendive	—	21	5
Great Falls	3,6,8	26,28	30
Hamilton	—	44	2
Harlowton	—	44	2
Havre	9,11	19,21,23	6
Hardin	—	41,43	2
Helena	10,12	—	15
Hysham	—	37	0.4
Jordan	—	30	0.7
Kalispell	—	15	8
Lewistown	—	17	6
Libby	—	35,37	2
Livingston	—	32,34	7
Malta	—	27	2
Miles City	3,6,10	14,16,24	7
Missoula	11,13	17,19	18
Paradise	—	42	0.35
Philipsburg	—	29	1
Plentywood	—	29,31,44	2
Polson	—	27	2
Red Lodge	—	29	3
Roundup	—	35	3
Saco	—	45	0.5
Scobey	—	41	1
Shelby	—	14,16	3
Sidney	—	15,17	3
Stanford	—	15	1
Thompson Falls	—	25	0.7
Virginia City	—	45	0.4
Whitehall	—	22	1
White Sulphur Springs	—	20	1
Wibaux	—	40	0.6
Winifred	—	31	0.3
Winnett	—	42	0.4
Wolf Point	—	33	2
NEBRASKA			
Ainsworth	—	38	2
Alliance	—	15,37	6
Atkinson	—	34	1
Bayard	—	42	2
Beatrice	—	45	11
Bridgeport	—	40	2
Broken Bow	—	16	3
Columbus	—	26	8
Crawford	—	22	2
Fairbury	—	43	6
Falls City	—	33	6
Fremont	—	36	12
Gothenburg	—	14	1
Grand Island	—	35,37	19
Hastings	4	39,41	15
Holdrege	—	25	3
Kearney	—	21,23	10
Lexington	—	18	4
Lincoln	10,12	—	82
McCook	8,13	—	6
Nebraska City	—	14	7
Neligh	—	17	2
Norfolk	—	15	10
North Platte	2,5	—	12
Ogallala	—	24	3
Omaha	3,6,7	—	224
O'Neill	—	20	3
Ord	—	30	2
Scottsbluff	—	18,20	12
Seward	—	24	3
Sidney	—	32	3
Stanton	—	22	2
Superior	—	29	3
Valentine	—	28	2
Westpoint	—	44	3
York	—	19	5

(Continued on next page)

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	VHF Channel No.	UHF Channel No.	Pop. in Thousands
NEVADA			
Austin	—	29	0.5
Battle Mountain	—	42	0.8
Boulder City	—	18,22	3
Caliente	—	28,30,43	1
Carson City	—	30	2
Elko	10	15,17,19	4
Ely	3,6	14,16,20	4
Eureka	—	40	0.6
Fallon	—	35	2
Gerloch	—	28	0.1
Goldfield	—	44	0.6
Henderson	—	27,32	7
Las Vegas	8,10,12	14,16,41,45	8
Lovelock	—	25	1
McDermitt	—	26	0.2
McGill	—	23,25	3
Mina	—	39	0.4
Mountain City	—	34	0.9
Overton	—	34,36	1
Palisade	—	45	0.1
Pioche	—	24,26	1
Reno	3,13	14,16	21
Sparks	—	37	5
Tonopah	—	18,21	2
Wells	—	41	0.8
Winnemucca	—	18,21	2
Yerington	—	23	1
NEW HAMPSHIRE			
Berlin	—	26	19
Concord	—	31,33	27
Laconia	—	35	13
Littleton-Bethlehem	—	40	5
Manchester	9	29	81
Portsmouth	—	39,41	14
NEW JERSEY			
Asbury Park	—	46(c)	15
Atlantic City	—	23,25,27	100
Newark	13	—	430
(see also New York City)			
New Brunswick	—	48(c)	38
Trenton	—	15,17,41	125
Vineland	—	39	8
NEW MEXICO			
Alamogordo	—	19,21	4
Albuquerque	2,4,5,7	—	35
Artesia	—	26,28	4
Belen	—	22,24	3
Bernalillo	—	20	2
Carlsbad	10	22,24	7
Carrizozo	—	42	1
Chama	—	43	0.7
Clayton	—	27	3
Clovis	12	14,16	10
Dawson	—	41	2
Deming	—	23,25	4
Farmington	—	21	2
Ft. Sumner	—	43	2
Gallup	3,10	17,19	7
Hachita	—	37	0.8
Hobbs	—	15,17	11
Hot Springs	—	31,33	3
Laguna	—	28	0.5
Las Cruces	—	27,29	8
Las Vegas	—	17	6
Lordsburg	—	43,45	3
Los Alamos	—	34	?
Lovington	—	30	2
Magdalena	—	35	1
Park View	—	36	5
Portales	—	18,20	0.8
Raton	—	35,37	8
Roswell	3,6,8	34,36	13
Roy	—	44	1
Santa Fe	9,11,13	30,32	20
Santa Rita	—	20	3
Santa Rosa	—	25	2

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
NEW MEXICO—Continued			
Silver City	12	18	5
Socorro	—	14,16	4
Taos	—	15	1
Tucumcari	—	29,31	6
Vaughn	—	45	1
Willard	—	39	0.5
NEW YORK			
Albany-Schenectady-Troy	4	42,44	432
Auburn	—	18	36
Batavia	—	36	17
Binghamton	12	23,25	145
Buffalo-Niagara Falls	2,4,7	27	857
Dunkirk	—	31	18
Elmira-Corning	—	14,16	61
Hornell	—	39	17
Ithaca	—	37	20
Jamestown	—	17	43
Malone	—	30	9
Massena	—	21	11
Middletown	—	35	22
New York City-Northeastern N. J.	2,4,5,7,9,11	—	11,691
(see also Newark, N. J.)			
Ogdensburg	—	34	16
Olean	—	19	22
Oneonta	—	27	12
Oswego	—	20	22
Plattsburg	—	32	16
Poughkeepsie	—	40	40
Rochester [2]	5	22,32,44	412
Saranac Lake	—	39	7
Syracuse [3]	3,8,10	—	258
Tupper Lake	—	19	5
Utica-Rome	13	33	197
Watertown	—	41,43	33
NORTH CAROLINA			
Ahoskie	—	39	2
Asheville	—	14,18	51
Belhaven	—	20	2
Charlotte	3,9,11	—	101
Durham	—	33,35	60
Elizabeth City	—	31	12
Fayetteville	—	38,40	17
Gastonia	—	42	21
Goldsboro	—	26	17
Greensboro	2	41,43,45	59
Greenville	—	36	13
Henderson	—	18	8
Hendersonville	—	20	8
Hickory	—	34	13
High Point	—	23,25	38
Jacksonville	—	22	1
Kannapolis	—	19	25
Kinston	—	42	15
Lenoir	—	36	8
Morehead City	—	45	4
New Bern	—	32	12
Raleigh	—	28,30	47
Rocky Mount	—	24	26
Salisbury	—	21	19
Shelby	—	44	14
Washington	—	34	9
Wilmington	5	14,16	33
Wilson	—	44	19
Winston-Salem	6,13	17	80

[2] See paragraphs 6, 7 and 9 of the Notice of Further Proposed Rule Making to which this appendix is attached.

[3] See paragraphs 6, 7 and 8 of the Notice of Proposed Rule Making to which this appendix is attached.

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
NORTH DAKOTA			
Ashley	—	36	1
Bismarck	5,7,12	20,22	15
Bottineau	—	32	2
Bowman	—	43,45	1
Carrington	—	17	1
Cooperstown	—	28	1
Crosby	—	36,38	1
Devils Lake	—	19	6
Dickinson	2,4,9	—	6
Fargo	6,10,13	14,16,18	33
Ft. Yates	—	29	1
Grafton	—	26,30	4
Grand Forks	2,4,8	33,35,39	20
Harvey	—	44	2
Hettinger	—	32,34	1
Jamestown	—	25	9
Kenmare	—	30	2
Langdon	—	41,43	2
Larimore	—	45	1
Mandan	—	33,35,37	7
Minot	3,6,10	16,18	17
Napoleon	—	27	1
New Rockford	—	15	2
Oakes	—	40,42	2
Rolla	—	23	1
Rugby	—	21	2
Stanley	—	42	1
Stanton	—	14	4
Valley City	—	31	6
Wahpeton	—	34	4
Williston	8,11	23,25,27	6
OHIO			
Akron	—	25,36,38	349
Canton	—	32,34	200
Chillicothe	—	37	20
Cincinnati	4,7,11	22,24	789
Cleveland [4]	4,5,8,11	40,42	1,214
Columbus	3,6,10	—	365
Dayton	5,13	14,16	271
Gallipolis	—	27	7
Hamilton-Middletown	2	34	112
Lima	—	28,30	44
Mansfield	—	21,23	37
Marion	—	33,35	30
Newark	—	29	31
Portsmouth	—	18,20	40
Sandusky-Fremont	—	17	25
Springfield	—	26,44	77
Steubenville	—	22	37
Toledo	13	39,43	341
Youngstown	—	14,16,18	372
Zanesville	—	15	37
OKLAHOMA			
Ada	—	20	15
Altus	—	16	9
Alva	—	23	5
Ardmore	—	32	17
Bartlesville	—	14	16
Beaver	—	36	1
Boise City	—	30	1
Chickasha	—	45	14
Clinton	—	31	7
Duncan	—	35	9
Durant	—	40	10
Elk City	—	14	5
El Reno	—	22	10
Enid	13	15	28
Frederick	—	27	5
Guthrie	—	24	10
Guymon	—	20	2
Hobart	—	25	2

[4] See paragraphs 6, 7 and 10 of the Notice of Further Proposed Rule Making to which this Appendix C is attached.

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	VHF Channel No.	UHF Channel No	Pop. in Thousands
OKLAHOMA—Continued			
Hugo	—	29	6
Lawton	—	18	18
McAlester	—	34	12
Miami	—	36	8
Muskogee	8	23	32
Norman	—	41	11
Okeene	—	29	4
Oklahoma City	4,7,9	—	221
Okmulgee	—	28	16
Ponca City	—	27	17
Seminole	—	43	12
Shattuck Jnct.	—	40	1
Shawnee	—	30	22
Stillwater	—	17	10
Tulsa	2,6,11	—	189
Woodward	—	44	5
OREGON			
Albany	—	25	6
Ashland	—	19,21	5
Astoria	—	26	10
Baker	—	16	9
Bend	—	28,35	10
Burns	—	21,42	3
Canyon City	—	14	0.3
Condon	—	22	1
Coquille	—	24,26	3
Corvallis	—	23	8
Enterprise	—	40	2
Eugene	—	14,16	21
Gold Beach	—	40	0.5
Grants Pass	—	36,38	6
Heppner	—	41,43	1
Hood River	—	36	3
Kinzua	—	18	0.8
Klamath Falls	2,4	32,34	16
La Grande	3,13	—	8
Lakeview	—	20,27,29	2
McMinnville	—	44	4
Madras	—	39	0.4
Marshfield (Coos Bay)	—	22,29	5
Medford	5,7	15,17	11
Newport	—	42	2
Ontario	—	20	4
Pendleton	—	24	9
Portland	3,6,8,10,12	17	406
Prineville	—	30	2
Redmond	—	45	2
Reedsport	—	18	1
Roseburg	—	31,33	5
Salem	—	32,34	31
Sprague River	—	41,43	6
The Dalles	—	27	6
Tillamook	—	19,21	3
Westfir	—	37	0.8
PENNSYLVANIA			
Altoona	—	15	114
DuBois	—	43	12
Easton-Allentown-Bethlehem	—	19,21	325
Emporium	—	33	4
Erie	12	45	134
Greensburg	—	48	17
Harrisburg	—	22,42	173
Hazleton	—	38	38
Johnstown	6,13	21	152
Lancaster[5]	4	26,28	132
Lebanon	—	24	27
Lewistown	—	40	13
Meadville	—	47	19
New Castle	—	30	48
Philadelphia	3,6,10	44	2,899
Pittsburgh	3,9	24,26	1,994
Reading	—	34,36	175

[5] See footnote No. 6 to Section III-E-1 in Appendix A which is part of the notice of Further Proposed Rule Making herein.

	VHF Channel No	UHF Channel No.	Pop. in Thousands
PENNSYLVANIA—Continued			
Scranton-Wilkes-Barre	—	31,45	630
Uniontown	—	46	22
Williamsport	—	29	44
York	—	18,20	93
RHODE ISLAND			
Providence	11	15,17	712
SOUTH CAROLINA			
Anderson	—	33	19
Barnwell	—	25	2
Bennettsville	—	15	5
Charleston	2,8,13	28,30	71
Columbia	4,7,10	39	62
Florence	—	27	16
Georgetown	—	18	6
Greenville	—	38,40	35
Greenwood	—	31	13
Myrtle Beach	—	37	2
Orangeburg	—	45	11
Rock Hill	—	29	15
Seneca	—	35	2
Spartanburg	—	22,24	32
Sumter	—	32	16
Walterboro	—	34	3
SOUTH DAKOTA			
Aberdeen	3,9	26,30	17
Belle Fourche	—	20	3
Brookings	—	41,43,45	5
Buffalo	—	30	0.5
Chamberlain	—	23	2
Custer	—	16	2
Deadwood	—	35	4
Dupree	—	17	0.5
Edgemont	—	39,41	2
Gettysburg	—	19	1
Hot Springs	—	33	3
Huron	—	32,35	11
Lake Andes	—	27	0.8
Lead	—	27	8
Madison	—	37,39	5
Martin	—	31	1
McIntosh	—	24	0.6
Miller	—	15	1
Mitchell	4,8	—	11
Mobridge	—	39,41	3
Philip	—	14	0.8
Pierre	6,10	—	1
Pine Ridge	—	43,45	2
Rapid City	7,12	—	14
Sioux Falls	11,13	14,16,18	41
Sisseton	—	44	2
Vermillion	—	31,33	3
Watertown	—	22,24	11
White River	—	21	0.6
Winner	—	42,44	2
Yankton	—	25,29	7
TENNESSEE			
Bristol	—	26	14
Chattanooga	3,9,12	—	193
Clarksville	—	42	12
Cleveland	—	30	11
Columbia	—	21	11
Cookeville	—	37	4
Dyersburg	—	30	10
Fayetteville	—	16	5
Harriman	—	17	6
Humboldt	—	35	5
Jackson	—	24	24
Johnson City	—	16	25
Knoxville	6,10,13	—	152
Lebanon	—	27	6
Lewisburg	—	29	4
Lexington	5	—	3
Memphis	4,6,8,10,13	—	332
Morristown	—	43	8
Murfreesboro	—	14	9

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
TENNESSEE—Continued			
Nashville	2,4,7,11	—	242
Paris	—	19	6
Pulaski	—	38	5
Shelbyville	—	31	7
Springfield	—	23	7
Tullahoma	—	33	5
Union City	—	28	7
Winchester	—	18	3
TEXAS			
Abilene	9	24	27
Alice	—	19	8
Alpine	12	—	4
Amarillo	2,4,5,7,10	—	53
Athens	—	41	5
Austin	—	26,28,30	106
Ballinger	—	36	4
Bay City	—	16,40	7
Beaumont-Port Arthur	4,6	26,33,39	139
Beeville	—	25	7
Big Spring	—	25	13
Borger	—	15	10
Brackettville	—	29	3
Brady	—	19	5
Breckenridge	—	17	6
Brenham	—	19	6
Brownfield	—	37	4
Brownsville	4,5,9	—	22
Brownwood	—	21	13
Bryan	—	14	12
Cameron	—	32	5
Canadian	—	28	2
Canyon	—	32	3
Center	—	40	3
Childress	—	19	6
Clarendon	—	26	2
Cleburne	—	44	11
Coleman	—	43	6
Colorado City	—	18	5
Corpus Christi	6,10	31,33	71
Cotulla	—	32	4
Crockett	—	22	5
Crystal City	—	24	7
Cuero	—	20	5
Dalhart	—	22	5
Dallas	4,8,12	—	377
Del Rio	—	18	13
Denton	—	36	11
Dumas	—	45	2
Eagle Lake	—	29	2
Eagle Pass	—	16	6
Edinburg	—	21	9
El Campo	—	38	4
Eldorado	—	33	2
El Paso	2,4,5,7,9	41,44	116
Falfurrias	—	23	6
Ft. Davis	—	14	1
Ft. Stockton	—	31	3
Ft. Worth	2,5,10	—	208
Fredericksburg	—	22	4
Galveston	—	21,24	72
Graham	—	15	5
Greenville	—	24	14
Gonzales	—	15	5
Hamilton	—	39	3
Hamlin	—	28	2
Harlingen	—	14	13
Haskell	—	30	3
Henrietta	—	23	2
Hereford	—	42	3
Hillsboro	—	25	8
Houston	2,8,11,13	—	510
Huntsville	—	17	5
Jacksonville	—	15	7
Jasper	9	—	3
Junction	—	27	2
Kermit	—	38	3

(Continued on next page)

	VHF Channel No.	UHF Channel No	Pop. in Thousands
OKLAHOMA—Continued			
Hugo	—	29	6
Lawton	—	18	18
McAlester	—	34	12
Miami	—	36	8
Muskogee	8	23	32
Norman	—	41	11
Okeene	—	29	4
Oklahoma City	4,7,9	—	221
Okmulgee	—	28	16
Ponca City	—	27	17
Seminole	—	43	12
Shattuck Jnct.	—	40	1
Shawnee	—	30	22
Stillwater	—	17	10
Tulsa	2,6,11	—	189
Woodward	—	44	5
OREGON			
Albany	—	25	6
Ashland	—	19,21	5
Astoria	—	26	10
Baker	—	16	9
Bend	—	28,35	10
Burns	—	21,42	3
Canyon City	—	14	0.3
Condon	—	22	1
Coquille	—	24,26	3
Corvallis	—	23	8
Enterprise	—	40	2
Eugene	—	14,16	21
Gold Beach	—	40	0.5
Grants Pass	—	36,38	6
Heppner	—	41,43	1
Hood River	—	36	3
Kinzua	—	18	0.8
Klamath Falls	2,4	32,34	16
La Grande	3,13	—	8
Lakeview	—	20,27,29	2
McMinnville	—	44	4
Madras	—	39	0.4
Marshfield (Coos Bay)	—	22,29	5
Medford	5,7	15,17	11
Newport	—	42	2
Ontario	—	20	4
Pendleton	—	24	9
Portland	3,6,8,10,12	17	406
Prineville	—	30	2
Redmond	—	45	2
Reedsport	—	18	1
Roseburg	—	31,33	5
Salem	—	32,34	31
Sprague River	—	41,43	6
The Dalles	—	27	6
Tillamook	—	19,21	3
Westfir	—	37	0.8
PENNSYLVANIA			
Altoona	—	15	114
DuBois	—	43	12
Easton-Allentown-Bethlehem	—	19,21	325
Emporium	—	33	4
Erie	12	45	134
Greensburg	—	48	17
Harrisburg	—	22,42	173
Hazleton	—	38	38
Johnstown	6,13	21	152
Lancaster[5]	4	26,28	132
Lebanon	—	24	27
Lewistown	—	40	13
Meadville	—	47	19
New Castle	—	30	48
Philadelphia	3,6,10	44	2,899
Pittsburgh	3,9	24,26	1,994
Reading	—	34,36	175

[5] See footnote No. 6 to Section III-E-1 in Appendix A which is part of the notice of Further Proposed Rule Making herein.

	VHF Channel No	UHF Channel No.	Pop. in Thousands
PENNSYLVANIA—Continued			
Scranton-Wilkes-Barre	—	31,45	630
Uniontown	—	46	22
Williamsport	—	29	44
York	—	18,20	93
RHODE ISLAND			
Providence	11	15,17	712
SOUTH CAROLINA			
Anderson	—	33	19
Barnwell	—	25	2
Bennettsville	—	15	5
Charleston	2,8,13	28,30	71
Columbia	4,7,10	39	62
Florence	—	27	16
Georgetown	—	18	6
Greenville	—	38,40	35
Greenwood	—	31	13
Myrtle Beach	—	37	2
Orangeburg	—	45	11
Rock Hill	—	29	15
Seneca	—	35	2
Spartanburg	—	22,24	32
Sumter	—	32	16
Walterboro	—	34	3
SOUTH DAKOTA			
Aberdeen	3,9	26,30	17
Belle Fourche	—	20	3
Brookings	—	41,43,45	5
Buffalo	—	30	0.5
Chamberlain	—	23	2
Custer	—	16	2
Deadwood	—	35	4
Dupree	—	17	0.5
Edgemont	—	39,41	2
Gettysburg	—	19	1
Hot Springs	—	33	3
Huron	—	32,35	11
Lake Andes	—	27	0.8
Lead	—	27	8
Madison	—	37,39	5
Martin	—	31	1
McIntosh	—	24	0.6
Miller	—	15	1
Mitchell	4,8	—	11
Mobridge	—	39,41	3
Philip	—	14	0.8
Pierre	6,10	—	1
Pine Ridge	—	43,45	2
Rapid City	7,12	—	14
Sioux Falls	11,13	14,16,18	41
Sisseton	—	44	2
Vermillion	—	31,33	3
Watertown	—	22,24	11
White River	—	21	0.6
Winner	—	42,44	2
Yankton	—	25,29	7
TENNESSEE			
Bristol	—	26	14
Chattanooga	3,9,12	—	193
Clarksville	—	42	12
Cleveland	—	30	11
Columbia	—	21	11
Cookeville	—	37	4
Dyersburg	—	30	10
Fayetteville	—	16	5
Harriman	—	17	6
Humboldt	—	35	5
Jackson	—	24	24
Johnson City	—	16	25
Knoxville	6,10,13	—	152
Lebanon	—	27	6
Lewisburg	—	29	4
Lexington	5	—	3
Memphis	4,6,8,10,13	—	332
Morristown	—	43	8
Murfreesboro	—	14	9

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
TENNESSEE—Continued			
Nashville	2,4,7,11	—	242
Paris	—	19	6
Pulaski	—	38	5
Shelbyville	—	31	7
Springfield	—	23	7
Tullahoma	—	33	5
Union City	—	28	7
Winchester	—	18	3
TEXAS			
Abilene	9	24	27
Alice	—	19	8
Alpine	12	—	4
Amarillo	2,4,5,7,10	—	53
Athens	—	41	5
Austin	—	26,28,30	106
Ballinger	—	36	4
Bay City	—	16,40	7
Beaumont-Port Arthur	4,6	26,33,39	139
Beeville	—	25	7
Big Spring	—	25	13
Borger	—	15	10
Brackettville	—	29	3
Brady	—	19	5
Breckenridge	—	17	6
Brenham	—	19	6
Brownfield	—	37	4
Brownsville	4,5,9	—	22
Brownwood	—	21	13
Bryan	—	14	12
Cameron	—	32	5
Canadian	—	28	2
Canyon	—	32	3
Center	—	40	3
Childress	—	19	6
Clarendon	—	26	2
Cleburne	—	44	11
Coleman	—	43	6
Colorado City	—	18	5
Corpus Christi	6,10	31,33	71
Cotulla	—	32	4
Crockett	—	22	5
Crystal City	—	24	7
Cuero	—	20	5
Dalhart	—	22	5
Dallas	4,8,12	—	377
Del Rio	—	18	13
Denton	—	36	11
Dumas	—	45	2
Eagle Lake	—	29	2
Eagle Pass	—	16	6
Edinburg	—	21	9
El Campo	—	38	4
Eldorado	—	33	2
El Paso	2,4,5,7,9	41,44	116
Falfurrias	—	23	6
Ft. Davis	—	14	1
Ft. Stockton	—	31	3
Ft. Worth	2,5,10	—	208
Fredericksburg	—	22	4
Galveston	—	21,24	72
Graham	—	15	5
Greenville	—	24	14
Gonzales	—	15	5
Hamilton	—	39	3
Hamlin	—	28	2
Harlingen	—	14	13
Haskell	—	30	3
Henrietta	—	23	2
Hereford	—	42	3
Hillsboro	—	25	8
Houston	2,8,11,13	—	510
Huntsville	—	17	5
Jacksonville	—	15	7
Jasper	9	—	3
Junction	—	27	2
Kermit	—	38	3

(Continued on next page)

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TEXAS—Continued

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
Kerrville	—	17,31	6
Kilgore	—	43	7
Kingsville	—	17	8
La Grange	—	43	3
Lamesa	—	41	6
Lampasas	—	35	3
Laredo	3,8	—	39
Liberty	—	44	3
Livingston	—	42	2
Littlefield	—	39	4
Longview	—	30	14
Lubbock	11,13	33,35	32
Lufkin	—	35	10
Marfa	—	20,25	4
Marshall	—	37	18
Mexia	—	34	6
McAllen	—	26	12
Midland	—	29	9
Mineola	—	21	3
Mineral Wells	—	42	6
Monahans	4	19	4
Mount Pleasant	—	33	5
Nacogdoches	—	28	8
Odessa	7	21	10
Ozona	—	45	2
Palestine	7	—	12
Paris	—	19	13
Pampa	—	17	19
Pearsall	—	34	3
Pecos	—	27	5
Perryton	—	34	2
Plainview	—	23	8
Presidio	—	16	1
Rankin	—	42	0.5
Rio Grande	—	29	3
Robstown	—	27	7
Rock Springs	—	20	1
Rosenberg	—	36	3
Sabinal	—	44	2
Sanderson	—	23	25
San Angelo	2,6	—	26
San Antonio	4,5,7,9,12	—	319
San Benito	—	34	10
San Diego	—	37	3
San Marcos	—	45	6
Shamrock	—	21	3
Seguin	—	41	7
Sherman	—	14	17
Seymour	—	34	3
Sierra Blanca	—	32	1
Snyder	—	22	4
Sonora	—	15	3
Spur	—	44	2
Stamford	—	20,40	5
Stephenville	—	29	5
Sterling City	—	16	1
Sulphur Springs	—	26	7
Sweetwater	12	14,32	10
Taylor	—	23	8
Temple	—	37	15
Terrell	—	38	19
Texarkana (see Arkansas)			
Tyler	—	45	28
Uvalde	—	14	7
Van Horn	—	18	1
Vernon	—	38	9
Victoria	—	18	12
Waco	—	16,18	71
Waxahachie	—	31	9
Wichita Falls	3,6	—	45
Weslaco	—	42	7

UTAH

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
Beaver	—	19	2
Brigham	—	42	6
Castle Dale	—	14	1
Cedar City	5	17	5
Duchesne	—	31	1
Ephraim	—	28	2

UTAH—Continued

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
Escalante	—	25	1
Fillmore	—	37	2
Greenriver	—	43	0.5
Heber	—	16	3
Hurricane	—	21	2
Hyrum	—	20	2
Kanab	—	44	1
Lehi	—	44	3
Loa	—	45	0.4
Logan	—	30,32	12
Milford	—	32	1
Moab	—	20	1
Monticello	—	23	0.7
Nephi	—	18	3
Ogden	12	34,38,40	44
Panguitch	—	42	2
Parowan	—	15	1
Price	11,13	—	5
Provo	—	21,24	18
Richfield	—	22	4
St. George	—	38	4
Salina	—	35	2
Salt Lake City	2,4,5,7,9	—	204
Tooele	—	27	5
Vernal	—	33	2

VERMONT

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
Brattleboro	—	18	10
Burlington	—	15,17	28
Montpelier	3	20,22	8
Newport	—	38	5
Rutland	—	37	17
St. Albans	—	24	8

VIRGINIA

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
Charlottesville	—	32	19
Covington	—	29	6
Danville	—	37	33
Emporia	—	27	3
Fredericksburg	—	41,45	10
Harrisonburg	—	36	8
Lexington	—	42	4
Lynchburg	—	14,16	51
Martinsville	—	31	10
Norfolk-Portsmouth-Newport News	4,10,12	25,29	191
Norton	—	32	4
Petersburg	—	21	31
Pulaski	—	39	9
Richmond	3,6,8	15,17,19	193
Roanoke	7,10	20,22	69
Staunton	—	34	13
Suffolk	—	23	11
Waynesboro	—	38	7
Winchester	—	25	12

WASHINGTON

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
Aberdeen	—	22	19
Bellingham	—	21,23	29
Bremerton	—	39,41	15
Centralia	—	24	7
Chehalis	—	28	5
Colville	—	45	2
Colfax	—	28	3
Ellensburg	—	42	6
Ephrata	—	17	1
Everett	—	43,45	30
Goldendale	—	29	2
Grand Coulee	—	27	4
Kennewick	—	26	2
Longview	—	40	12
Metaline Falls	—	29	0.5
Moses Lake	—	44	0.3
Mt. Vernon	—	19	4
Olympia	—	18	13
Omak	—	25	3
Oroville	—	32	1
Pasco	—	19	4
Port Angeles	—	32,34	9

WASHINGTON—Continued

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
Pullman	—	30	4
Puyallup	—	20	8
Republic	—	40	0.9
Ritzville	—	23	2
Seattle	4,5,7,11	14,16	453
Sheldon	—	30	4
Spokane	2,4,5,7	—	141
Sunnyside	—	15	2
Tacoma	9,13	—	156
Vancouver	—	38	19
Walla Walla	6,8,10	38	18
Waterville	—	35	0.9
Wenatchee	—	37	12
Yakima	—	31,33	27

WEST VIRGINIA

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
Beckley	4	—	13
Bluefield	—	15	21
Clarksburg	—	17	31
Charleston	8,12	30,40	68
Elkins	—	23	8
Fairmont	—	31	23
Hinton	—	24	6
Huntington-Ashland	5	25	79
Martinsburg	—	27	15
Montgomery	—	35	3
Parkersburg	—	43,45	30
Sutton	—	33	1
Weston	—	19	8
Wheeling	7	28,41	61

WISCONSIN

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
Antigo	—	22	9
Appleton	—	28	28
Ashland	—	42	11
Beloit	—	18	25
Eau Claire	—	27,29	31
Fond du Lac	—	21	27
Green Bay	—	40,42	46
Hayward	—	36	6
Janesville	—	39	23
Kenosha-Racine	—	32,34,36	116
Ladysmith	—	45	4
La Crosse	—	41,43	43
Madison	—	14,23,25	67
Marshfield	—	35	10
Medford	—	15	2
Merrill	—	19	9
Milwaukee	3,6,8,10	—	587
Praire du Chien	—	30	4
Rice Lake	—	23	6
Rhinelander	—	39	9
Oshkosh	—	16,31	39
Shawano	—	44	6
Sheboygan	—	38	41
Sparta	—	17	6
Stevens Point	—	24,26	16
Superior-Duluth	3,6,8,10,12	—	136
Whitehall	—	20	1
Wausau	—	37	27
Wisconsin Rapids	—	33	11

WYOMING

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
Basin	—	38	1
Buffalo	—	22	2
Casper	3,6,8	24	18
Cheyenne	11,13	14,16	28
Cody	—	23,25	3
Douglas	—	36	2
Evanston	—	36	4
Gillette	—	40	2
Green River	—	41	3
Hanna	—	15	1

WYOMING—Continued	VHF	UHF	Pop.
Jackson	—	44	1
Kemmerer	—	23	2
Lander	—	16	3
Laramie	—	19,21	11
Lusk	—	26	2
Midwest	—	32,34	1
Newcastle	—	23	2
Pinedale	—	14	0.6
Powell	—	27	2
Rawlins	—	17	6
Rock Springs	—	25	10
Riverton	10	18,20	3
Sheridan	9,11,13	15,17	11
Sundance	—	25	0.7
Superior	—	29	1
Thermopolis	—	45	2
Torrington	—	44	2
Wheatland	—	28,30	2
Worland	—	31,33	3

U. S. TERRITORIES

ALASKA	VHF	UHF	Pop.
Anchorage	2,7,11,13	—	3
Fairbanks	2,4,7,9,11,13	—	3
Juneau	3,8,10	—	6
Ketchikan	2,4,9	—	5
Seward	4,9	—	1

PUERTO RICO	VHF	UHF	Pop.
San Juan	7,9,11,13	—	169
Mayaguez	2,4	—	50

VIRGIN ISLANDS	VHF	UHF	Pop.
	3	—	25

HAWAIIAN ISLANDS	VHF	UHF	Pop.
Lihue Kauai	3,8,10,12	—	4
Honolulu, Oahu	2,4,7,9,11,13	—	179
Wailuku Maui	3,8,10,12	—	7
Hilo, Hawaii	2,4,7,9,11,13	—	23

Suggested Allocations for Canada, Mexico, Cuba

As pointed out in paragraph 6 of the *Notice of Further Proposed Rule Making*, the channel allocations for Canada, Mexico, and Cuba, are set forth only for illustrative purposes and to show the effect on the proposed United States Allocation Table of assignments which might be made in Canada, Mexico and Cuba.

CANADA

ALBERTA	VHF	UHF	Pop.
Calgary	2,4,10,12	14,16,18,27	80
Lacombe	8	29	2
Lethbridge	7	20,24	15
Medicine Hat	5	15,17	11
Red Deer	—	25	3

BRITISH COLUMBIA	VHF	UHF	Pop.
Chilliwack	12	38	4
Cranbrook	—	17	3
Fernie	—	21	3
Kamloops	4	42	5
Kelowna	13	36	5
Nelson	6	38	6
Penticton	—	18	5
Port Alberni	—	42	5
Prince Rupert	3,7	—	—
Trail	11	14	9
Vancouver-New Westminister	6,8,10	15,17,29,40,44	297
Vernon	2	42	5
Victoria	2	27,36	44

MANITOBA	VHF	UHF	Pop.
Brandon	5,9,11	37,40	17
Portage la Prairie	—	14	—
Winnipeg-St. Boniface	3,6,7,13	16,18,34,36,38	222

NEW BRUNSWICK	VHF	UHF	Pop.
Campbellton	12	18	7
Edmundston	10	37	7
Fredericton	9	20	10
Moncton	—	17	23
New Castle	—	38	4
St. John	4,6	26,28	52
St. Stephen	—	22	3
Sackville	8	19	2
Woodstock	—	40	4

NOVA SCOTIA	VHF	UHF	Pop.
Amherst	—	36	9
Antigonish	9	16	2
Bridgewater	10	33	3
Halifax	3,5,12	27,29,31,39	70
Kentville	—	15	4
Sydney	—	18,20	28
Truro	—	25	10
Windsor	—	23	3
Yarmouth	13	24	8

ONTARIO	VHF	UHF	Pop.
Belleville	—	28	16
Brantford-Simcoe	—	20	38
Brockville	—	45	11
Chatham	—	19	17
Cornwall	—	36	14
Fort Frances	5	28	6
Guelph-Kitchener-Galt	—	37	74
Haileybury	—	21	2
Hamilton	6	29,15	166
Kenora	9	19	8
Kingston	—	26	30
Kirkland Lake	3	16	20
London-St. Thomas	10	35	95
North Bay	2	27	16
Oshawa	—	24	29
Orillia Jctn.	3	14	20
Ottawa-Hull	7,9,11	14,16	155
Owen Sound	8	30	14
Pembrooke	4	31	11
Peterborough	—	38	25
Port Arthur-Fort William	2,4	19,22,24	24
St. Catherine-Niagara Falls	—	34	51
Sarnia	—	44	19
Sault Ste. Marie	2,12	22	26
Stratford	—	23	17
Sudbury	5,7	23,25	32
Timmons	6	19	29
Toronto	9,11,13	42,40	667
Windsor	9	31,41	105
Wingham	—	33	2
Woodstock	—	26	12

PRINCE EDWARD ISLAND	VHF	UHF	Pop.
Charlottetown	13	14	15
Summerside	11	21	5

QUEBEC	VHF	UHF	Pop.
Amos	—	20	3
Chicoutimi	2,12	20	16
Granby	—	27	14
Hull-Ottawa (See also Ottawa, Ontario)	—	14,16	33
Jonquiere	—	22	14
Matane	—	14	5
Montreal	2,5,8,10,12	42,44	903
New Carlisle	2	16	—
Quebec	4,6,7,9,11	14,16	151
Riviere du Loup	5	26	9
Rimouski	3	23	7
Roberval	—	27	3

QUEBEC—Continued	VHF	UHF	Pop.
Rouyn	—	14	4
St. Hyacinthe-Drummondville	—	29	18
Ste. Anne de la Pocatiere	13	24	1
Shawinigan Falls	—	25	20
Sherbrooke	—	43,45	36
Sorel	—	18	12
Three Rivers	—	23	42
Val d'Or	—	18	—

SASKATCHEWAN	VHF	UHF	Pop.
Moose Jaw	4,7	14,16	21
North Battleford	12	22	5
Prince Albert	—	25	13
Regina	2,5,9	21,24,26,35	58
Saskatoon	6,8	15,20	43
Swift Current	—	28	16
Watrous	11	18	1
Yorkton	12	17	6

MEXICO

	VHF	UHF	Pop.
Baja California			
Tijuana	10,12	—	—
Mexicali	11,7	—	—
Sonora			
Nogales	13	—	—
Hermosillo	2	—	—
Ciudad Obregon	3	—	—
Navojoa	5	—	—
Chihuahua			
Chihuahua	2	—	—
Hidalgo del Parral	3	—	—
Juarez	11,13	—	—
Coahuila			
Monclova	5	—	—
Saltillo	4	—	—
Nuevo Leon			
Monterrey	2,6,10,12	—	—
Tampaulipas			
Nuevo Laredo	11,13	—	—
Matamoros	7	—	—

CUBA

(Provinces)	VHF	UHF	Pop.
Havana, Matanzas, Las Villas	3,6,7,9,11,13	—	—

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Television Digest WITH AM-FM REPORTS

Special Color Report
December 9, 1950

1001 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020

Controversy Rages

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EXCHANGE OF OPINIONS ON COLOR TELEVISION ISSUE

Between Editors of *Washington Daily News* and FCC Chairman Wayne Coy

See also pages 5-6 for exchange of letters regarding FCC request RCA make tri-color tube available to CBS

Editor's Note: *These editorials, press releases, etc., are reprinted verbatim because (1) they were by way of becoming a cause celebre on the Washington scene this week, though they obviously have national industry interest; (2) they offer an interesting and perhaps significant reaction of laymen, in no way connected with TV industry, to RCA's color demonstrations this week; (3) the replies by Chairman Coy, though obviously heated, plainly point to the conclusion that, regardless of outcome of court issue, FCC must inevitably view and study the RCA and all other proposed systems and at least re-examine its recent highly controversial color decision.*

Gorgeous Telecolor

(Editorial in *Washington Daily News*, Dec. 6)

WE went down to the National Broadcasting Company's studios at 14th St. and New York Ave. yesterday with Fred Othman to watch RCA's color television. His story about it is on the page opposite.

No doubt you've been reading about the row over color television. Particularly if you're a television owner, or if you're selling television sets, because the kind of color broadcasting which is permitted by the Federal Communications Commission definitely hits you right in the pants pocket.

FCC, led by Wayne Coy, decided to okay Columbia Broadcasting System's color technique. This calls for that motor-driven pinwheel arrangement you've heard about. It also would "degrade," as the trade calls it, the black and white you receive on your current set. Also, you'd have to spend more money on your present set in order to get even the inferior black and white broadcast. And still a lot more money for another color set or converter, if you wanted color.

Comes now the RCA with a demonstration which makes the FCC position either dishonest or silly.

There is no third choice of adjectives.

RCA has been trying to tell FCC about its progress in making a set in which the tube would do all the work, without a mechanical pinwheel, and which would not hurt black and white broadcasting.

RCA didn't invite FCC to its demonstration yesterday. Checking on that, we discovered FCC had been invited several months ago to come and take a look at it, and had refused. Said the matter was closed. How do you like that?

Anyway, take our word for it, the RCA color broadcast was swell. It didn't interfere with black and white, which was shown on a screen right beside the color set. That is, say, in video language, the color broadcast was "compatible" with the 10,000,000 sets now in existence. So your present set, under the RCA color broadcast system, would still be good and useful.

If FCC will change its position to conform with realities, your black and white set will receive broadcasts undiminished in clarity. Sets presently on store shelves will not be suddenly obsolete. You'll buy color if, as and when it is available, and you want it.

This will be some time in the future, because of the war situation. The FCC refused to withhold its recent decision, even tho military considerations might delay production of color video. It said the public needed color television (the pinwheel kind) right away. It's haste, to some folks, was unseemly.

At any rate, delay is now a fact; just as real as RCA's new color tube. And the military crisis, which will dip heavily into electronics production capacity gives the FCC an out. That is, if the FCC has enough sense or intellectual integrity to take it.

Since defense needs are going to delay all color television in any case, the FCC should use this time to restudy and rectify its present questionable position.

Polychrome Crow . . . By Fred Othman

(United Features Syndicate column, Dec. 6)

LOOKS to me like the ladies and gents of the Federal Communications Commission must be blushing in glorious technicolor. Or would be, if they only knew what was cooking in the way of color television.

They're the bureaucrats, you doubtless remember, who ordered the television business to adopt the Columbia Broadcasting System's spinning disc scheme of color video. Even if it would make every black and white TV set obsolete overnight.

They are the ones who added that the Radio Corporation of America's color tube obviously was no good and why foist a flickering monstrosity, which turned the faces of the comics green and sometimes lavender, on the public? Haw.

RCA filed suit against CBS and the FCC, while Brig. Gen. David Sarnoff, its president, stood over his engineers with a blacksnake whip and told 'em to improve that tube in a hurry. They did an amazing job.

* * *

So Sarnoff brought his new color television set here for a formal demonstration. It wowed the customers. No

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electric motors, no spinning discs and not even any extra dials and yet I'd say that it worked every bit as colorfully as CBS's job. Only difference was that Sarnoff's set runs on black and white as well as color and if he could put it into operation tomorrow, the present owners of TV sets never would know the difference.

About the only people hereabouts who did not see the demonstration were—you guessed it—the members of the FCC. Sarnoff didn't formally invite 'em.

But he did say he would have been delighted if they'd dropped in without an invite. They didn't and that just goes to show how people, like nations, can euchre themselves into magnificent jams. What happens next I have no idea.

All I know is that I was looking at two TV sets side by side. One picked up the program in black and white; the other in full color generated inside the tube.

So there was a beautiful brunet with diamond earrings who seemed to be wrapped in layer after layer of red, green, blue, and yellow bath towels. These she started to remove in a kind of strip tease and as she peeled 'em off, she said: "We are bringing wonderful, beautiful, colorful color into our homes." When the last towel came off there was the lady still fully clothed in a shimmering red evening gown.

* * *

The high point of the program, I guess, was still another lovely in one of the lowest cut evening gowns since Faye Emerson, announcing that she had something beautiful to show the people. So the camera slithered down her green-clad torso, picked up a white-covered table in front of her and came to rest—honest injun I swear I'm telling the truth—on a ham. Pink where it was sliced and studded with yellow pineapple slices and red cherries.

You get the idea. The thing works. Sarnoff said if it weren't for a war and a lawsuit he'd be able to get the sets into volume production in perhaps another year. Commissioners, I'd suggest you pull your hats down over your eyes and sneak in for a look.

Statement by Wayne Coy, FCC Chairman

(Issued as Press Release, Dec. 6)

SO much misinformation has been made available to the public to the effect that the Federal Communications Commission has refused to look at the improvements made in the Radio Corporation of America color system that I feel called upon to make a public statement setting the record straight.

The record in the color television proceeding was closed on May 26, 1950.

On July 31, 1950, while the Commission was considering the record evidence before it, the Radio Corporation of America filed a progress report with the Commission stating that they had made improvements in their system. This progress report did not ask the Commission to reopen the record to consider the improvements which the Radio Corporation of America said had been made in its system. The Commission did not receive any request either in connection with the progress report or otherwise from the Radio Corporation of America asking that the record be reopened.

In fact, a letter from David Sarnoff, Chairman of the Board of the Radio Corporation of America, to the Chairman of the Federal Communications Commission, under date of August 2, 1950, completely sets the matter to rest and makes it clear that the Radio Corporation of America neither asked that the record be reopened nor that there be any other delay in a decision in the color television matter. Mr. Sarnoff's letter is quoted herewith:

August 2, 1950

The Honorable Wayne Coy
Chairman
Federal Communications Commission
Washington, D. C.

Dear Chairman Coy:

We write with reference to the color television matter which is pending before the Commission.

Items have appeared in the trade press that there are those who are in favor of delay in the disposition of this matter by the Commission.

On behalf of RCA and NBC we wish to reiterate that we have not and do not favor any delay in the establishment, by the FCC, of commercial standards for color television.

Sincerely yours
RADIO CORPORATION OF AMERICA
By /s/ David Sarnoff
Chairman of the Board.

In a report dated September 1, 1950, the Federal Communications Commission found that the field sequential system (proposed by the Columbia Broadcasting System) was the only system ready for standardization. This report rejected the Radio Corporation of America system and the Color Television Incorporated system on the ground that they were not ready for standardization and set forth in particular the defects which the Commission found in these systems.

On September 28, 1950, the Radio Corporation of America filed comments on the proposal of the Commission dated September 1, 1950, to standardize on the CBS system in which they asked that the final decision be delayed and that the Radio Corporation of America be given opportunity to demonstrate its improved system on December 5, 1950.

In a report dated October 10, 1950, the Commission made final its proposal to establish the field sequential color television system as standard and rejected the petition of the Radio Corporation of America to delay final decision in order that they might demonstrate improvements in their system.

It is important to note the great difference of position of the Radio Corporation of America on August 2, before any decision, preliminary or otherwise, and their position after the September 1 report of the Commission. Radio Corporation of America did not ask to reopen the record to witness improvements which they reported on July 31, 1950, but after the September 1 report of the Commission rejecting the RCA and the CTI systems they have a sudden change of heart and want the record kept open to demonstrate improvements. It is perfectly clear that they want a decision on the record of the case which closed on May 26, 1950, if they could win the decision. But when they saw that they did not win the decision, they suddenly reversed themselves and set up a public clamor that the Commission had refused to look at the improvements in their system which they reported on July 31, 1950.

The Commission cannot and will not close its eyes to any new developments in the radio field—and this includes improved color television systems. In fact, the Commission set forth in its second report (dated Oct. 10, 1950) in paragraphs 15, 16 and 17 the procedure under which it would consider other television systems than the field sequential system which it approved in its report dated October 10, 1950. You may be sure that the Commission will follow the procedures outlined there in connection with the improvements in the RCA system or in any other system or in any new color television system which is developed.

The efforts of the Radio Corporation of America to make the public believe that the Commission refused to consider improvements in its system before reaching a decision in the color television case is an untruth—an untruth which is known to the officers of the Radio Corporation of America as is evidenced by the progress report of July 31, 1950, and General Sarnoff's letter of August 2, 1950. The efforts of the Radio Corporation of America to delay the Commission's decision adopting the field sequential standards after indicating that the field sequential standards were the only ones ready for standardization can only be understood to be a belated effort on their part to salvage

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a situation in which they had lost their case before the Commission. You cannot ask for no delay in one breath (Aug. 2, 1950) and after losing your case expect to get your "second breath" for a new start.

The December 6 issue of the Washington Daily News has an editorial titled "Gorgeous Telecolor". I take no exceptions to any newspaper or anyone else having an opinion on color television. I do take exceptions to this editorial on two grounds:

First, the effort of the editorial to imply dishonesty on the part of the Commission in connection with the color television decision. If they had any evidence to support such a charge or inference, it is up to them to come forth with it or to forever hold their own dishonest tongues in making such inferences.

The second objection which I have to the editorial is to the following: "RCA didn't invite FCC to its demonstration yesterday. Checking on that, we discovered FCC had been invited several months ago to come and take a look at it, and had refused. Said the matter was closed. How do you like that?"

It is true that the Radio Corporation of America did not invite the Federal Communications Commission to its demonstration yesterday. General Sarnoff sent Mr. F. M. Russell, Vice President of the National Broadcasting Company, to explain to me that the FCC was not invited because their counsel had advised them that there would be an impropriety on their part if they invited the FCC to witness their demonstration during the pendency of the litigation over the Commission's decision before the Chicago court. The writer of the editorial could not have made a serious check with any one other than the Radio Corporation of America to have said that he had discovered that the FCC had been invited *several months ago* to come and take a look at it and had refused. The statements contained in this document are correct and I invite refutation of them. The writer of the editorial cannot have been referring to the petition filed by the Radio Corporation of America on Sept. 28, 1950, after the September 1 report of the Commission, because of the very language which he used. He said that he had discovered that the FCC had been invited several months ago to come and take a look at it, and had refused. The writer of the editorial knows the meaning of *several*. It is, according to the Oxford English dictionary, "A vague numeral of an indefinite (but not large) number exceeding two or three; more than two or three, but not very many." The writer of the editorial also knows from newspaper usage what the scale of counting is. It follows: one or two, two or three, a few, several, a dozen or so, a score or so, etc.

I make this statement because this lie about the Commission refusing to look at improvements in the RCA system is about to become big enough to be believed.

We're 'Incompatible'

Wayne Coy Says We Lie

(News story in *Washington Daily News*, Dec. 7)

AN editorial in yesterday's Washington Daily News was denounced as dishonest and a lie on two counts, in a publicity release issued by Wayne Coy, chairman of the Federal Communications Commission. The News replies in an editorial today, on page 44.

Yesterday's editorial discussed Radio Corporation of America's new color television tube, which had been given a showing here. The new tube produces color without any mechanical device such as is needed by the CBS machine which the FCC had approved. The CBS system reduces the quality of black and white reception, and makes necessary costly modifications on all existing sets. The RCA color system is compatible with existing black and white sets.

Yesterday's editorial concluded that the FCC "should re-study and rectify its present questionable position."

Mr. Coy said the editorial implied dishonesty on the part of the commission and challenged The News to bring proof or "hold (its) own dishonest tongue." The News had said the position of the FCC, in the light of the RCA demonstration, was "dishonest or silly."

Mr. Coy also criticized a statement that the FCC had refused to take a look at RCA's newest tube.

Said Mr. Coy: "The writer of the editorial cannot have been referring to the petition filed by the Radio Corporation of America on Sept. 28, 1950, after the Sept. 1 report of the commission, because of the very language which he used. He said that he had discovered that the FCC had been invited several months ago to come and take a look at it, and had refused. The writer of the editorial knows the meaning of *several*. It is, according to the Oxford English dictionary, "A vague numeral of an indefinite (but not large) number exceeding two or three; more than two or three, but not very many." The writer of the editorial also knows from newspaper usage what the scale of counting is. It follows: one or two, two or three, a few, several, a dozen or so, a score or so, etc.

"I make this statement because this lie about the commission refusing to look at improvements in the RCA system is about to become big enough to be believed."

In today's editorial, The News quotes, with dates and letters, from the RCA petition, as evidence which supports the charge that FCC refused to look at the new development.

Last night, the following comment was issued by Brig. Gen. David Sarnoff, chairman of the board of the Radio Corporation of America:

"I have just read the statement of Chairman Coy. My letter of Aug. 2d was written for the purpose of denying items which had appeared in the trade press that manufacturers, including the RCA, were in favor of delay in the adoption of commercial standards for color television. We were not then nor are we now in favor of such delay. Mr. Coy cannot fairly use my letter as an excuse for the commission's failure to comply with the request contained in our letter of July 31, 1950, to the commission enclosing copies of our progress report, in which we stated:

"If members of the commission or its staff are interested in obtaining further information on the work referred to in this progress report I will be glad to furnish it or arrange visits for them to see the work and discuss the results with RCA engineers. I request that you kindly supply a copy of this report to each member of the commission."

"No reply to our letter was ever received from the commission.

"I think this quotation suffices to show that the commission was requested in advance of its first report of Sept. 1 to view the progress which had been made by RCA and which was reported to the commission on July 31.

"The reference to 'commercial standards' in my letter is defined in my testimony before the commission. I said:

"I believe that the standards to be set by this commission should meet three basic requirements.

"1. The commission has proposed that the width of the channel be six megacycles. That requirement should be met.

"2. The color pictures, by whatever system transmitted or received, should not be inferior in quality and definition to present black-and-white pictures.

"3. The color system should be compatible with existing black-and-white standards.

"In thereafter adopting standards for an incompatible degraded system of color television it is obvious that the commission totally ignored the basic requirements 2 and 3 of my recommendations for commercial standards.

"(Signed) DAVID SARNOFF."

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The Tube Blew

(Editorial in *Washington Daily News*, Dec. 7)

PART of a handout which Wayne Coy of the FCC got out yesterday threw a big ripe verbal tomato at our Wednesday editorial on color television.

Two points burned him:

First, he didn't like our paragraph, "Comes now the RCA with a demonstration which makes the FCC position either dishonest or silly." Mr. Coy said we implied the commission was dishonest and challenged us to come forth with proof "or forever hold (our) own dishonest tongues in making such inferences."

If, as and when we can prove that Mr. Coy, or the FCC, or anybody else anywhere is dishonest, we'll print the news without asking his permission, of course. But what we said was clear enough, as you can see from the above quote.

To repeat, we simply said the FCC's position, in the light of RCA's demonstration, was either dishonest or silly. There's a choice. If Mr. Coy wants to take up the softer impeachment, we'll report his remarks as accurately as we can, and discuss them, we hope, with at least as much relaxed and balanced objectively and graceful good humor as characteristically adorns his public utterances in this shindy. Anyhow, we'll try.

Mr. Coy's second gripe is that we said RCA had invited FCC to come and take a look at its new tube several months ago, and FCC had refused. Why this makes Mr. Coy so mad we don't know. It's in the record. Mr. Coy declares we weren't referring to the petition filed by RCA on Sept. 28, then follows with some gobbledegook about our use of the word "several," which may be Mr. Coy trying to be funny, and for all we know, he is. We just don't get it.

Anyway, here's what RCA's petition said:

"We believe that in a rule-making proceeding of the importance of this one, it is the duty of the commission, before making findings at odds with those of a group of scientists of the stature of the Condon committee, to keep the record open and to inform itself as to the basis for the findings of that committee.

"We believe that in the circumstances the commission had the same obligation with respect to the RCA Progress Report. That report was given to the committee a month before its decision. If the testimony of the electronics experts to whom we have referred had been accepted, there would of course have been no need to consider a report which said that improvements which had been promised during the hearing had actually been accomplished."

"But a decision was drafted which rejected that testimony and outlawed a system on the basis of alleged defects which the Progress Report said had already been eleminated. This, we submit, was to turn its back on evidence when the commission had an obligation to look." (Italics ours.)

We now quote from a letter which is included in this petition and which was from RCA's Laboratories Division, on the letter head of C. B. Jolliffe, executive vice president, dated July 31, 1950, to Hon. T. J. Slowie, secretary of the FCC.

The letter stated 20 copies of a Progress Report were enclosed, and said "If members of the commission or its staff are interested in obtaining further information on the work referred to in this Progress Report, I will be glad to furnish it or arrange visits for them to see the work and discuss the results with RCA engineers."

There it is. In the record. Note the date. July 31, 1950.

Mr. Coy wound up his blast at us by saying that he made his statement "because this lie about the commission refusing to look at improvements in the RCA system is about to become big enough to believe."

We can't poll all of our readers about Mr. Coy's three-lettered word, but we certainly agree with Mr. Coy that in view of the unrefuted documents we have just quoted from, statements that FCC doesn't want to look at improvements in the RCA system certainly are likely to be believed.

Finally, the whole world, including Mr. Coy, knows that dishonesty does not mean specifically getting gold out of a little black bag in a little green house on K-st, in Harding Administration style.

There is intellectual honesty, and intellectual dishonesty, too.

Washington is full of well-to-do boys who know legally how to help a friend. There are lads who, as Government officials, accept compromises and later turn up in law firms of outfits which got the settlement. There are lads who, as officials, approve Government loans and then turn up as well-paid executives of the enterprises which get the money. There are graying New Deal crusaders now in private practice, selling their entree to bureaucracy's private offices. There is the official interpretation, which, ethical as all hell, hides behind the letter of the law to help a friend.

Whether or not Mr. Coy and the editor of this newspaper indulge in a boring "you're another" campaign will not add to or subtract from cynical speculation if FCC refuses to consider this latest television development on its merits, and instead persists in holding to a decision which, except for the war crisis that keeps color sets from being produced in mass quantity, would cost television owners and dealers literally hundreds of millions of dollars.

Anyway, as Fred Othman said in his column yesterday, "Commissioners, I'd suggest you pull your hats down over your eyes and sneak in for a look."

No hard feelings, Mr. Coy.

Reply of Chairman Coy

(Issued as FCC Press Release, Dec. 7)

CHAIRMAN WAYNE COY today made public a letter addressed to Mr. John T. O'Rourke, Editor of The Washington Daily News, together with a copy * of a letter from C. B. Joliffe, vice president of the Radio Corporation of America, which is referred to in the letter to Mr. O'Rourke. The letters follow:

December 7, 1950

Mr. John T. O'Rourke
Editor, The Washington Daily News
Washington, D. C.

Dear Mr. O'Rourke:

No hard feelings, Mr. O'Rourke, but may I make an observation or two about your editorial "The Tube Blew," published in the Washington Daily News today.

I am aware of the letter of July 31, 1950, addressed to the Federal Communications Commission by Mr. C. B. Jolliffe, Vice President of the Radio Corporation of America. I am also aware of the fact that this letter did not ask us to reopen the record in the color television proceedings and that it was followed by a letter from Mr. Sarnoff, Chairman of the Board of RCA, stating in no uncertain terms that RCA did not want any delay in the color television decision. It is true that the RCA did ask any one of the Commission or its staff who was interested to take a look at the improvements which they said they had made, but the point has not been emphasized that the Commission and its staff could not take a look at the improvements and in any way consider what they saw in connection with the color television decision because what they would see when they looked would not be a part of the record in the proceedings which had been closed on May 26, 1950. The

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requirements of the law are that evidence to be considered must be submitted on the record and those testifying are subject to cross-examination. In the instance we are discussing (the RCA letter of July 31, 1950) there was no request for the reopening of the record and it is clear that unless the record was reopened for the purpose the "look" which the Commission and its staff were invited to have would have been outside the record and intended only for the purpose of influencing a decision with evidence outside the record. And more than that, to repeat, we were urged by General Sarnoff himself to have no delay in reaching a decision in the case.

I think I should add that had the Commission accepted the Radio Corporation of America's invitation to "look" outside the record, it would have been error which probably would have been grounds for appeal to the court had the "look" been tied up with any decision favoring the RCA color television system. To have been able to consider such a "look" in connection with the decision-making process, it would have had to provide for a "look" by all the other parties to the proceeding and their opportunity to cross-examine on the basis of what they saw when they "looked."

The Commission had to decide the case on the basis of the record, but in making its decision on the record evidence before it, it provided a proper procedure for taking a "look" at the improvements in any system, including RCA's, and any improvements in any other color television systems or any newly proposed color television systems. As I pointed out in my statement yesterday, that procedure is set forth in paragraphs 15, 16 and 17 of the Commission's Second Report in the color television proceedings dated October 10, 1950.

As for Mr. Fred Othman's comment in his column in the Washington Daily News of December 6 suggesting that the Commission pull their hats down over their eyes and sneak in for a look, I can assure you that it is not necessary for us to do that. On October 10, as I have stated before, the Commission prescribed the way in which we would take a look at any improvements or any new color television systems. It will be done openly and above board and pursuant to the requirements of law.

Sincerely yours,

/s/ Wayne Coy
Chairman

*RADIO CORPORATION OF AMERICA
RCA Laboratories Division
Princeton, N. J.

July 31, 1950

Honorable T. J. Slowie, Secretary
Federal Communications Commission
Washington 25, D. C.

Dear Sir:

There are enclosed 20 copies of "Progress Report of RCA on Color Television and UHF" which was prepared for the information of the radio industry. It is expected that additional reports of this kind will be distributed from time to time. As they are issued, copies will be sent to the Commission for the information of the members and its staff.

If members of the Commission or its staff are interested in obtaining further information on the work referred to in this progress report, I will be glad to furnish it or arrange visits for them to see the work and discuss the results with RCA engineers.

I request that you kindly supply a copy of this report to each member of the Commission.

Very truly yours,

/s/ C. B. Jolliffe.

Newspaper's Last Word

THE *Washington Daily News* responded Dec. 8 to Mr. Coy's Dec. 7 letter to Mr. O'Rourke by printing it in full, with the following additional editorial note:

"Mr. Coy and Mr. Sarnoff most decidedly disagree as to what the July 31, 1950 letter meant. Mr. Coy says it didn't say come and look. Mr. Sarnoff says it did. And where we differ with Mr. Coy is in his conception of what constitutes admissable evidence.

"Suppose FCC were judge in a murder case, instead of in a controversy involving the possible unnecessary expenditure of hundreds of millions of citizens' dollars. What would you think of such a judge who would not reopen to consider reported new evidence because it might alter the verdict, which is, of course, exactly what new evidence is submitted for? Or who refused to reopen because the new witnesses would have to be cross-examined, or the record reopened?

"However, we're glad to let Mr. Coy say his piece, although we utterly disagree with his policy."

ANOTHER EXCHANGE OF LETTERS RELEASED BY FCC

Editor's Note: *Chairman Coy on Dec. 7 also issued press release making public his reply to an inquiry from W. F. Kennedy, president of Ott-Heiskell Co., Wheeling, W. Va. (Crosley distributor), regarding the Commission's request that RCA make its tri-color tube available to CBS (see Television Digest, Vol. 6:44-45). Full text of both letters:*

November 6, 1950

Mr. Wayne Coy, Chairman
Federal Communications Commission
5215 Watson Street
Washington, D. C.

Good morning Mr. Chairman:

A news item carried in the New York Times of today is a bit disturbing if it correctly states the case. In a land where free enterprise and competition among free men is the rule it would seem to me—an individual on the sidelines—as very unfair, not to say unethical, to ask one man to hand over to his competitor the development of an idea that he had been working on.

Are we to understand that the government as a referee or umpire is requesting one man to tell another one just how he proposes to work. To me, let me repeat, if the news item is correct it is also an unthinkable procedure.

Cordially yours,

/s/ W. F. Kennedy

December 5, 1950

W. F. Kennedy, President
Ott-Heiskell Company
Wheeling, West Virginia

Dear Mr. Kennedy:

I have your letter of November 6, 1950, in which you refer to a news item commenting on the Commission's request that RCA make its tri-color tube available to CBS so that the Commission might view a demonstration of its use on the CBS field sequential color system. I regret that the pressure of business has caused me to delay in replying to your letter. It is a pleasant change to receive a letter from a fair-minded person who makes the effort to learn the facts involved before making up his mind. These are the facts:

The Commission has adopted final transmission standards for color television based on the CBS field sequential system—the only color system proposed to the Commission which met the minimum requirements for such a de-

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velopment. The other two color systems proposed by RCA and CTI, did not meet these minimum criteria. The Commission was willing to adopt the CBS system on the basis of the evidence in the record of the color hearings which proved to its satisfaction that this system produces satisfactory color pictures on direct view tri-color tubes of at least 12½ inches in size, and on projection receivers. It was the Commission's sincere belief that any additional delay in reaching a final decision on color would not serve the public interest. For, the longer we waited before arriving at a final decision, the greater would be the number of receivers in the hands of the public which would require adaptation or conversion if, at a later date, the CBS system were adopted by the Commission. Therefore, despite the present limitation on the size of direct-view tubes under the CBS system, the Commission adopted this system with full confidence that the radio industry would succeed in constructing the apparatus necessary to eliminate this limitation.

RCA representatives testified at the color hearings that it was actively engaged in the development of a tri-color tube which is not limited in size to 12½ inches. This tube was demonstrated at the hearings on April 6, 1950, but the Commission was unable to make a determination that a successful tube had been developed at that time. All of the expert witnesses, however, including those testifying on behalf of RCA, were agreed that a successful tri-color tube when developed could be employed on the CBS system.

For example, on February 27, 1950, Dr. Engstrom of RCA testified in the color hearings that the tri-color tube could be used on the CBS system and that such a tube "would permit a picture the size of the diameter that the tube itself provided." On April 4, 1950, Dr. Engstrom testified that if CBS standards were adopted, RCA would "proceed to make whatever tubes others would wish to purchase and use." On April 11, 1950, he testified that "We are setting out to do everything we can to put ourselves in a position to have the tube available, to make it ready for whatever service it can render."

Thereafter, on May 3, and 4, 1950, General Sarnoff, Chairman of the Board of RCA, testified at the color hearings that if the CBS system were adopted, RCA "would make and sell tubes, including our tri-color kinescopes, and parts, to anyone" and that the Commission "is fully entitled to whatever information we have on this tube, to whatever demonstrations we can make, and that we are only happy to do so."

Finally, on July 30, 1950, Dr. Jolliffe, Executive Vice-President of RCA, submitted a Progress Report to the Commission, which discussed, among other things, RCA's work on the tri-color tube, stating "It is hoped that the supply of tubes will be such that samples can be made available to the industry in the fall for their own study and development work."

In light of these representations proffered by RCA's top officials, I think you will agree that the Commission had a sound basis for its desire to view a demonstration of the tri-color tube on the CBS system, and for its expectation that RCA was prepared to cooperate in effecting such a test. In fact, on October 13, 1949, Dr. Charles W. Geer, holder of a patent on a tri-color tube, testified that he had received a letter from Dr. Jolliffe asking if Dr. Geer had available a tri-color tube which could be used in connection with the RCA color system.

Although the Commission has adopted final standards for color transmissions, we are not blind to further improvements in the art and we have welcomed continued experimentation in all phases of television broadcasting, including color. Thus in requesting RCA to make its tube available for testing on the CBS system, the Commission is seeking to arrange a technical demonstration directly related to its duties and functions under the Communications Act—to bring the best possible color television to the American people.

I recognize, of course, that the issues in the color hearings are subject to divergent views and opinions. However, I should like to note that the color deicsion was reached only after the Commission *en banc* had conducted extensive hearings which began on September 26, 1949, and were concluded on May 26, 1950. At these hearings the Commission heard the testimony of 53 witnesses, comprising 9,717 pages of transcript, during 62 days of hearing and received 265 exhibits in evidence. Demonstrations of proposed color systems were viewed by the Commission on eight separate occasions and comprehensive and detailed proposed findings and conclusions submitted by the parties were given careful consideration.

I am enclosing for your information copies of the "First Report of Commission (Color Television Issues)" (FCC 50-1064) issued September 1, 1950, and the "Second Report of the Commission" (FCC 50-1224) issued October 11, 1950. I believe that a careful reading of the Commission's findings and conclusions in the color hearings as set forth in these Reports will furnish the basis for an understanding of the problems involved, and of the Commission's opinion with respect to the solution of these problems.

Sincerely yours,

/s/ Wayne Coy
Chairman

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Vol 6 #49

Nov - Dec 1950

COLOR TIDE CHANGING WITH RCA SHOWING: Color argument continues to be mere philosophical exercise -- because of war -- but this has been a dramatic week nevertheless. Reason:

RCA showed an excellent color picture, striking progress, in Washington demonstrations before newsmen, licensees, members of Congress, etc.

What's FCC going to do about it? Chairman Coy gave fairly clear answer during exchange of brickbats with editor of Washington News (see Special Report):

"The Commission cannot and will not close its eyes to any new development in the radio field -- and this includes improved color TV systems."

Thus, RCA has won important victory in field where it counts most -- color performance. FCC hasn't seen RCA's latest yet. RCA says it will invite Commission at conclusion of litigation. Coy's attitude indicates FCC might very well open hearing on its own initiative, if it's impressed by RCA progress.

In fact, Comr. Jones, to keep in character, should be straining at the leash to see current demonstrations, flailing his colleagues to do likewise, belaboring RCA for not asking reopening of hearing. Same goes for Sen. Johnson.

A way "off the hook" was again proffered FCC by RCA's Gen. David Sarnoff, when he reiterated: "Let the public decide" -- meaning dual standards.

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Quality of pictures is vindication of industry's faith in its engineers' ability to come up with an acceptable compatible system. That's opinion of most industry observers. Even more important than present quality, they say, is enormous improvement over previous pictures -- a promise of continued advancement.

How do pictures compare with CBS's? Most people say: "Close, but not quite as good." Our own impression, based on numerous observations during week, is that average man would tend to prefer CBS picture if systems were sitting side-by-side. If pinned down to percentage figure, we'd say RCA's images ran about 80%-90% as good as CBS's -- as an overall subjective reaction.

But improvability of RCA performance has been so clearly demonstrated that most people regard any comparison, today, as having only passing significance.

Compatibility is fundamental feature of system, of course, but RCA already shows important color performance advantages over CBS: greater resolution and brightness, no breakup, no flicker.

We'd say CBS still has edge in color fidelity, sharpness, general stability. But engineers are agreed that tri-color tube, when used by CBS to achieve bigger pictures, would negate much of these advantages. In short, CBS can't have its cake and eat it, too. Incidentally, Coy made point this week of publicizing his letter to Crosley distributor W. F. Kennedy, of Wheeling, W.Va., telling why FCC asked RCA to turn sample tri-color tube over to CBS (see Special Report).

CBS still has simpler equipment, transmitting and receiving, but engineers are satisfied that this, too, is only a temporary situation.

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RCA's Dr. Jolliffe described developments to audience, was joined by Gen. Sarnoff at first 2 days' demonstrations.

System is ready for commercial production, said Gen. Sarnoff, but he pointed out that it would take 1-2 years, in normal times, to get quantity output -- the tri-color tubes being production bottleneck.

Both officials were so pleased with showings that they were even willing to state: "We don't pretend that system is perfect yet." And Gen. Sarnoff was particularly respectful when speaking of FCC, said it wasn't invited only because of Chicago court issue -- though indicating no commissioner or staffman would be barred if he asked to have a look.

Regarding his dual standards "out", he told reporters he thought them quite workable, cited AM-FM parallel. He didn't specify precisely how dual standards would work, said Commission could decide whether to let them run experimentally or commercially, temporarily or permanently.

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Demonstrations were on 3 color sets, 3 standard monochrome receivers, 2 converters -- all made at Camden. Color sets employ tri-color tubes some 2-in. shorter than previous. They are 3-gun, although Dr. Jolliffe reports work continuing on 1-gun. Pictures were about 13½-in. diagonal, in 16-in. metal-coned envelopes.

New red and blue phosphors had much to do with greater fidelity and brightness. Sets have 43 tubes, and we hear there's 35-tube chassis coming up. They required no fiddling with dials during shows. Brightness ran 8-20 ft-lamberts, with Dr. Jolliffe claiming "over 50" has been achieved.

One converter consisted of standard 16-in. set, with ordinary kinescope replaced by tri-color tube and with 13 receiving tubes, plus circuits, added. Other was "slave" set, a la the CBS converters planned by Tele-tone, Muntz, Meck, et al. Converters give about 75% as good performance as sets built for color, said RCA men, adding that converters for no system can do much better.

Camera was focused first on Dr. Elmer Engstrom, who gave introduction. His face appeared slightly too pink during some demonstrations, very natural on others. Skin tones of girls were excellent. Food, clothing, etc., came out beautifully.

Critical test of registration -- black-and-white picture on tri-color tube -- was passed with little trouble. Color pictures showed neither moire effect nor dot structure. Dot-elimination comes from use of by-passed, or shunted, mixed highs and circuit developments by Hazeltine (Vol. 6:17-48). Dr. Jolliffe gave latter company polite nod, saying "we've taken note of their work."

* * * *

Industry observers were elated. Sample quotes, culled from dozens we got, are typical of manufacturers large and small:

Robert Sprague, president, RTMA: "The pictures were excellent. I was very much impressed by the enormous improvement. This justifies the faith our industry has always had in the early development of a satisfactory color system."

Dr. W. R. G. Baker, GE: "This is great. The important thing is that we've got the right system." What about your GE color system (Vol. 6:44)? "That's unimportant as against what you saw here today. This is it."

Dr. Allen DuMont: "This is a big improvement. There is no flicker, the brightness is satisfactory, and the color is better than CBS's. I've been making it a point to see a lot of CBS demonstrations in New York, and the flicker is bad. After a half-hour you feel headachy."

Ross Siragusa, Admiral: "This is fine. There's no question about having compatibility now."

David Smith, Philco: "Every technical obstacle has been overcome. There are no technical problems for which there is not now a known technical solution."

Ben Abrams, Emerson: "If we had this today, we could sell it. This is far ahead of black-and-white when it first started."

John Craig, Crosley: "I am tremendously impressed by the color, and especially by the fact that there is no degradation of the black-and-white." His technical chief, L. M. Clement, commented: "Very wonderful."

Dr. A.N. Goldsmith: "In principle, the system is incontestably established."

Donald Fink, Electronics Magazine: "This is more like it. I'd say the color fidelity isn't quite as good as CBS's, simply because it's a lot tougher to get the right colored phosphors than it is to get properly colored gelatin filters." On cover of his December issue, he carries pictures of Hazeltine's mixed-highs results, with editorial sharply refuting Comr. Jones' opinion to effect that "principle of mixed highs is a matter of complete theory, unsupported by any scientific data other than bare-faced statements."

And one of nation's top engineers, highly regarded by all as a "neutral" observer in the color controversy, who asked his name be withheld, observed: "This is fine. Colors are good -- every bit as good as Columbia's. Of course, it's subject to improvements, but the way to improve can be clearly seen. Notice, too, how remarkably good the black-and-white signal is."

Manufacturers making or planning CBS equipment had interesting comments:

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S. W. Gross, Tele-tone: "It's good, very good. This demonstration shows what the industry has been contending all along. My color expert noticed some slight misregistration, but thought it was very good on the whole. Yes, I could sell it." He added that engineering has been completed on CBS-type sets, but that he has been holding production in abeyance pending final court decision.

Wm. Norvell, Remington-Rand: "Well, this doesn't give us anything to worry about [in making industrial color]. This demonstration bears out my contention that when you use phosphors you get halation that makes the pictures fuzzier. But, from a broadcasting standpoint, this is a very important development. And it's true that to get bigger pictures you need this tube or projection, and projections are expensive." Mr. Norvell revealed his first dept. store sale, for some $30-$50,000, to Boston's Jordan-Marsh, said he has orders of all kinds stacked up on his desk. Orders from telecasters, he added, naturally await court decision.

* * * *

Some Congressmen have attended, including several from House Interstate & Foreign Commerce Committee, which handles radio legislation. But most have been too busy to drop in. Those who have seen both this demonstration and first one of October 1949 said they were tremendously impressed by improvements.

Rep. James Dolliver (R-Iowa): "There's all the difference in the world. I've been saying we ought to have a hearing to bring these issues out before the public ...Compatibility is extremely important. After all, there are 10,000,000 sets out. My constituents are very interested in color."

Rep. Samuel McConnell (R-Pa.): "This is no time for a final decision. Keep it open, since there's a war on. These pictures are good. I haven't seen CBS's."

Demonstrations haven't been seen by most powerful and/or interested members of Senate and House Interstate & Foreign Commerce Committees, notably chairmen Sen. Johnson and Rep. Crosser. RCA hopes to corral all committee members by end of demonstrations Dec. 15. Next week, there will be daily showings for broadcasters, consulting engineers, radio lawyers, et al. CBS gets showing all by itself on last day.

* * * *

Press comments varied somewhat, but all reporters noted great progress, and some were quite enthusiastic. AP, UP and INS stories, widely published, credited RCA with substantial improvement. Even Variety, whose Washington correspondent Jack Levy has been one of CBS's staunchest advocates, said:

"Observers generally agreed that the difference between [RCA and CBS color quality] has been considerably narrowed...In contrast with previous demonstrations, pictures showed greater fidelity, stability, brightness and texture. The improvement in the reds and blues was particularly outstanding. Some observers felt the colors lacked the warmth, sharpness and brilliance of CBS tint." Similar concessions were made by Washington Post's pro-CBS Sonia Stein. Among other comments:

Jack Gould, N.Y. Times: "Compared favorably with [CBS]...Color fidelity, which later was checked by watching the screen and then looking directly into the studio where the models appeared, was entirely satisfactory in the case of flesh tones...One flaw that did appear was a tendency toward green in some images...Tuning was easy...Black-and-white images taken off the color transmissions were excellent, definitely superior to those presented by the CBS system with use of an adapter."

Joseph Kaselow, N.Y. Herald Tribune: "Vast improvement...basically good, although a critical eye could see some fuzziness at times and somewhat unnatural flesh tones...While the showing was not considered likely to force the FCC to change its mind in favor of RCA, it did present a powerful argument for the company's contention that the Commission at least should give the public an opportunity to choose between the two systems."

Joseph Guilfoyle, Wall St. Journal: "Considerable progress [but] still does not produce as good a color picture as [CBS]...In parts of demonstration, reds were off-color...Yet a bright red dress, worn by a beautiful model, came over in all its natural brilliance...In another scene, a green dress took on a bluish tint when the camera shifted from the top to the bottom part of the dress...Skin tones, in many instances, had unnatural tints."

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Stanley Cohen, Advertising Age: "Color TV battle...reached an almost fantastic impasse this week, when RCA demonstrated improved color equipment which placed a long shadow of doubt over many of the engineering assumptions which prompted the FCC to reject RCA...Overwhelming majority [of observers] appeared to come away with impression that RCA's progress is so significant that FCC must eventually reexamine its October decision...RCA's pictures lack the warmth which CBS obtains...The color fight will never rest until FCC determines: Is this lack of warmth 'inherent' [or] merely a shortcoming of the tri-color tube in its present state of development?... Perhaps a mediator is needed."

Frank Burke, Radio Daily: "Improved color fidelity, picture texture and brightness...Reds, blues and greens were steady and clear and easy on the eyes."

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FCC staff members concede pictures must be acceptable to laymen, based on reports they've heard and read. But here are questions they ask:

(1) Why doesn't RCA show a remote pickup? Implication, of course, is that system is too delicate to subject to rough handling. RCA men say they'll have remote pickups whenever they're required.

(2) How long are demonstrations? Meaning, can system stand up under continued usage? Shows are 15-20 minutes long, 3 times daily, but RCA engineers say they've had plenty of experience with extended operation.

(3) What resolution is shown? No test pattern was demonstrated, but good guess is 250-300 lines horizontally. Dr. Jolliffe admitted that resolution is "slightly less" than black-and-white. Tri-color tube needs somewhat more than present 600,000 dots to reach full resolution. Since company increased dots from 351,000 in first tube, spokesmen visualize little trouble in getting more than 600,000 -- particularly since larger tubes are planned than the 13½-in. test models used in demonstrations.

(4) How was registration? Generally excellent, with very slight fringing noticed once or twice by those looking for it. More work on camera is undoubtedly needed; it uses 3 image orthicons, dichroic mirrors. RCA reports progress on single tri-color camera tube.

(5) Why no coaxial transmission? Unnecessary, apparently, as far as RCA is concerned, since operation was demonstrated satisfactorily last summer (Vol. 6:32).

Network Accounts: NBC-TV has sold out *Kate Smith Show;* its new Jan. 1 sponsors are: **Hunt Foods Inc.**, Mon.-Fri. 4:45-5; **Procter & Gamble**, Mon.-Fri., 4-4:15; **Corn Products Refining Co.** (Mazola oil & corn starch), Mon. 4:15-4:30, Tue. 4:30-4:45; **Chesebrough Mfg. Co.** (Vaseline products), Mon. 4:30-4:45; **Hazel Bishop Inc.** (lipstick), Fri. 4:30-4:45; **Andrew Jergens Co.** (Jergens lotion), Wed. & Fri. 4:15-4:30; **Simmons Co.** (mattresses), Tue. 4:15-4:30 . . . **Kellogg Co.** (Pep & Corn Flakes) moves *Tom Corbett, Space Cadet* Jan. 1 from CBS-TV to ABC-TV, Mon.-Wed.-Fri., 6:30-6:45 . . . **Gibson Refrigerator Co.** Jan. 20 starts *Laura Gibson Show* on CBS-TV, Sat. 7:30-7:45 . . . **Oldsmobile** reported readying for late January *Sam Levenson Show* on CBS-TV, Sat. 7-7:30.

Station Accounts: **Gallenkamp Stores Co.**, San Francisco shoe chain, buys Mon. thru Fri. news strip on KFI-TV, Los Angeles, 10:30-10:40 p.m., with Palma Shard as newscaster; she's called "far and away the best-looking newscaster in or out of TV" . . . First **W. T. Grant Store**, out of chain of 485, to use TV for in-store demonstration, is one in Salt Lake City, which telecast opening of new "Ranch Room" via KDYL-TV . . . **Globe Bottling Co.**, Los Angeles (Creme-o-Coco chocolate beverage) had such good response to *Hollywood Road to Fame* show on KTSL that it plans to widen use of TV, thru Ted H. Factor Agency . . . **Canadian Travel Bureau**, govt.-sponsored, considering use of TV in U. S. to stimulate tourist trade, director Leo Dolan citing success of State of New York's bureau . . . **Pontiac** using newspapers mainly on new 1951 cars, but also plans TV-radio . . . **Standard Brands**, for Instant Tender Leaf Tea, planning spring 1951 TV-radio campaign in Eastern-Southern markets, thru Compton Adv. Inc., New York . . . **Wilson Sporting Goods Co.** to place 6 one-min. film spots preliminary to sponsoring of National Professional League grid championship in December, thru Ewell & Thurber Associates . . . **Re-Clean Corp.** (home dry cleaner) new user of spots on WABD, New York, thru Cayton Inc. . . . **Unilever Enterprises, London** (Pears soap) reports great success using participating spots on WAAM, Baltimore, has added spot on WCBS-TV, New York, may expand . . . Among other advertisers reported using or planning to use TV: **Hazel Bishop Inc.** (lipstick), thru Raymond Spector Adv., N. Y.; **Ansonia DeLuxe Shops Inc.** (Eastern retail shoe chain), thru Lane Adv. Agency, N. Y.; **Five Star Mfg. Co.** (Freeman Headbolt Engine Heaters), thru Barney Lavin Inc., Fargo, N. D.; **Thor Corp.** (washing machines, irons, dryers, etc.), thru Earl Ludgin & Co., Chicago; **Regent Industry** (Arthur Godfrey Ukelele), thru W. B. Doner & Co., Chicago; **National Flower & Garden Show** (Baltimore, March 31-April 7), thru Kal, Ehrlich & Merrick, Washington; **Landers, Frary & Clark** (Stroke-Sav'r iron), thru Goold & Tierney Inc., N. Y.; **Reid Murdoch Div. of Consolidated Grocers Corp.** (Monarch dietetic foods), thru Weiss & Geller Inc., Chicago; **Jelsert Co.** (Makasyrup), thru Hirsch & Rutledge Inc., St. Louis.

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EMERGENCY MEANS FREEZE UNCERTAINTIES: Outwardly, FCC's end-of-freeze procedures continue on business-as-usual basis -- though commissioners are just as uncertain as everyone else when it comes to estimating impact of emergency on future station construction. Here's how one member puts it:

"We've got to go about our business until told to do otherwise. It's not our job to run other parts of the Govt. NPA, NSRB, Munitions Board, etc. will tell us what we're supposed to do when they want to."

In fact, Commission looked forward to specific-cities portion of hearing this week when it announced that all parties will get 30 days notice of beginning of those sessions, if no changes in allocation plan are made. However, if changes are made, parties will be permitted to file comments and oppositions -- just as they did with presently-proposed plan (see TV Directory No. 11). Actually, there's every indication that brand new allocation will be issued.

Windup of general issues hearing resumes Jan. 15, when educators come back for testimony they believe will take 3 days. NAB also wants to come in then, but Commission hasn't yet given it nod.

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Former happier FCC-industry relations seemed to be coming back this week as national emergency continued quenching color-generated bitterness and as Chairman Coy showed old skill in mediating coaxial allocation squabble (see page 3).

Rumored FCC clampdowns on industry, with regard to oscillator radiation and ownership of stations by manufacturers, are discounted at commissioner level -- despite expressed opinions and known plans of some high-level staffmen (Vol. 6:47). And there's good reason to believe that network program "equalization" proposal (Vol. 6:40-48) is due for shelf or discard.

Now on vacation till first of year are counsel Harry Plotkin and chief engineer Curtis Plummer. Coy had planned to vacation in Phoenix, decided to remain in town but ease up on work during holiday season.

WAR & RESEARCH SETTLING COLOR ISSUE: If war emergency hasn't been enough to kiss off color as an academic question -- and we've long believed it has been -- RCA's smash hit performance of its enormously improved all-electronic color system in Washington's Trans-Lux Bldg. has pretty well blocked threat of incompatibility.

That's virtual consensus of some 2000 invited observers who've seen the RCA demonstrations, which ended Dec. 15 after 2 weeks of daily showings.

But color war isn't over by any means. There's still an FCC to "sell" and court case pending. Nevertheless, crisis probably has passed. Reason is simple:

The people who make TV work -- manufacturers, telecasters, merchandisers -- have seen enough to keep them from putting any weight behind an incompatible system.

Real variety of observers were on hand for this week's daily showings: telecasters, broadcasters, consulting engineers, attorneys, military, distributors, retailers, moviemen, more Congressmen. Typical reactions from each group are recorded or summarized in this article.

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FCC remains mum, kept away for same reason RCA didn't invite members and staff: Court case might be prejudiced.

Court decision is expected any day now, with FCC still confident of victory -- which actually would be Pyrrhic, a mere legalism supporting its authority rather than its decision.

For nobody now expects any manufacturer to build non-compatible apparatus, in quantity, even if Commission were upheld or if there weren't a war emergency.

Observers are betting neither FCC nor RCA will make any move, except to appeal, when decision comes down -- doubting either will initiate new hearing immediately. Not only are there superior considerations of defense, but RCA would like nothing better than time for further perfection of its system.

Any idea that color TV will be available to public "for the duration" can be dismissed as sheer romancing. Actually, that was so from start of Korean aggression

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when it became evident electronics industry was bound to be converted to war.

As for RCA's "dual standards" pitch (Vol. 6:49), that has met with flat "no" from at least one influential commissioner. It might be face-saving device, and it remains to be seen whether other commissioners won't go for it.

* * * *

Demonstrations were about same as last week's (Vol. 6:49), reactions much the same -- only more so and from more diverse groups. RCA's Dr. C. B. Jolliffe gave out a few new details, in response to questions:

All receiver components are standard. Next size tri-color tube planned is 17-in. Later demonstrations may be made to show additional improvements. Off the record, RCA engineers tell of developments, before long, "which will show as great an advancement over these pictures as these are over those of April."

Question of mass-producing tri-color tube, and its cost, is answered this way by D. F. Schmit, RCA Victor engineering v.p.:

"Take the color picture on cover of the Saturday Evening Post. It has a lot more dots than our tubes do -- probably millions. That's quite a registration job. But they turn out millions of copies weekly. It will simply take time."

* * * *

CBS brass came to see Dec. 15, including Stanton, Goldmark, Murphy, Lodge, Salant, Gammons, Christiansen. Attending same showing were NBC president Joseph McConnell and RCA counsel John Cahill, giving rise to speculation, unsupported by any statement yet, that conciliation may be in wind.

CBS officials wouldn't comment individually, but president Frank Stanton said before demonstration, in answer to question, that "it will make no difference to CBS's plans" even if showing were as good as reported. And v.p. Adrian Murphy said they're continuing plans to add new cities to public demonstration series (including Philadelphia which started this week).

Official CBS statement was issued couple hours after showing. Full text:

"In view of pending litigation, we do not believe it is appropriate to comment on the RCA demonstration we saw this morning. The FCC report explicitly provides for consideration of new or improved systems. If RCA believes that its system has been sufficiently improved to warrant adoption, it can ask formally for further consideration.

"If in fact the RCA system proves by this procedure that it is so improved to qualify for further consideration, various claims and observations which have thus far been reported can be dealt with in an orderly manner and through witnesses under oath and subject to cross-examination."

* * * *

Senator Johnson himself finally appeared Dec. 14, said: "I'm very well pleased with the progress. I've followed these developments from the first, so I'm well able to note the tremendous progress." Asked whether he thought FCC should see demonstration, he carefully said he couldn't comment because of pendency of case in court. He gave same answer to question whether he'd recommend dual standards if Commission finds RCA system satisfactory. He's the original drum-beater for multiple, or "general," standards -- once advocating "limited commercialization" of CBS, CTI, RCA systems (Vol. 5:46).

Navy Secretary Matthews, one of owners of Omaha's WOW-TV, was quite enthusiastic: "Excellent quality. Great promise for the future. The sooner it's made available to the public the better. Great improvement over what I saw in April. All they need to do now is to make it to sell for $100." Comparison with CBS? "Since I've been working with the military, I know better than to compare services."

Possibly most profuse kudos of all came from Dr. Robert Sarbacher, noted scientist, former dean of Georgia Tech graduate school, now director of Wedd Laboratories, Washington, doing military electronics research. Said he: "These pictures are beautiful. They're approaching such perfection that anything else would be like going back to the horse and buggy age. This is a significant achievement in the electronics art."

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Engineers, consulting and operating, seemed even more enthusiastic than laymen, generally stressing system's potential. Some of their comments:

Stuart L. Bailey, member of famed Condon Committee, now disbanded: "This shows that the Condon Committee recognized capabilities of the dot-sequential system, and this demonstration proves the correctness of the committee's evaluations. It's a tremendous improvement over what was shown before. Color fidelity over long periods of time is good; fidelity problems have been cleaned up. I'll reserve judgment on resolution; after all this was a closed-circuit demonstration. But there's no question resolution is still not up to the optimum permitted by the system."

Dr. Newbern Smith, Bureau of Standards, member of Condon Committee: "Considerable improvement over the performance last spring." He wouldn't be drawn into technical evaluation, comparison with CBS, discussion of public acceptability, etc.

E. K. Jett, former FCC commissioner and chief engineer, now director of Baltimore's WMAR-TV, basic CBS-TV affiliate: "Very good. A tremendous improvement. If you put this side by side with CBS picture, CBS's would probably show up better, but this needs only a few months of development to make it perfect. Besides compatibility, the most important distinction this system can claim is its complete absence of flicker. It's commercially acceptable now. If they've done this in just a few months, just think what they'll be able to do in a few more."

T. A. M. Craven, former commissioner, now engineering consultant: "This is 1000% better than the last show. It isn't up to CBS for fidelity, however. It would be interesting to see what CBS would look like with the tri-color tube. The importance of this demonstration is that it's commercially acceptable and compatible. I don't know what the FCC will do but I know what I'd do -- adopt this in addition to CBS. This would win out."

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J. R. Poppele, WOR-TV, TBA president: "This is the answer. Tremendous improvement. Just shows what research can do."

Frank Marx, ABC chief engineer: "CBS has a better picture but this has infinitely more possibility of improvement."

Neal McNaughten, NAB engineering director: "Whale of a difference since April...I'd like to see the April pictures besides these, just to see the progress."

Robert Kennedy, consultant: "This is more like it. It needs some cleaning up, but there's no question about doing it."

E. C. Page, consultant: "This has no flicker. Pictures are vastly better but the color values aren't as good as Columbia's. They're sort of pastel, but that's merely a matter of getting right phosphors. There's no doubt RCA has done the job."

James McNary, consultant: "Very impressive. Superior...it has no flicker whatever."

A. D. Ring, consultant: "Mighty good, and tremendous progress for such a short time. In its present state, this is good enough."

Millard Garrison, consultant: "No doubt about it...on the right track."

* * * *

From Washington's radio attorneys, savvy as to care and feeding of commissioners, but preferring to remain unidentified, we distilled this consensus:

(1) System isn't so perfect yet that FCC simply has to adopt it.

(2) CBS system is unquestionably stymied by RCA's great improvement.

(3) Feelings are so high that Commission will let things ride, 6 months to year, reexamine situation critically then, adopt RCA system if it's fully matured.

(4) War makes whole subject moot, anyway.

Sample quotes: "This is the end of the argument." "Tremendous improvement. I don't see how CBS can stand up against this. The few defects are bound to be cleaned up." "Too much green in there for me. They've got a lot of work to do yet."

Most frequent questions: Can tube be mass-produced economically? How does it look on coaxial? How about interference, ghosts, weak signals?

John McCoy, who was chief of FCC's TV legal section during whole color

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fracas, and is now with Storer stations, was clearly impressed:

"RCA is not fooling this time. The colors are stable, faithful and the same hue on each receiver. Resolution of color pictures seemed greatly improved over the April demonstration. There was little or no color contamination."

* * * *

"This is commercially acceptable color," was the reaction of some telecasters and broadcasters, including CBS affiliates, who came to see Dec. 13. There were, however, a few discordant notes, mainly with respect to comparisons with CBS color. Observers like I. R. Lounsberry, WGR, Buffalo, chairman of CBS affiliates advisory board, and Hoyt Wooten, WREC, Memphis, basic CBS outlet, neither with TV outlets but both applicants, said RCA color "isn't nearly as good" as Columbia's -- Wooten, an ex-motion picture exhibitor, likening it to Cinecolor as against Technicolor.

But they conceded it was great improvement over what RCA showed before, perhaps would be improved more, certainly had virtue of compatibility. On other hand, WFIL-TV's Roger Clipp said: "It's great. Now let the public decide." WMCT's Henry Slavik said, "Terrific." WCPO-TV's Mortimer Watters asserted: "It's it -- what else do we need?" WDSU-TV's Lt. Edgar Stern Jr., an MIT graduate, now on duty with Signal Corps, remarked:

"The color is very good, but not quite right. But there's nothing basic in the system that says you can't get it right." Owner Stern's general manager Robert Swezey added: "Pictures are acceptable. I think I could sell it in New Orleans."

Telecasters were inclined to be more restrained in their comments than others, less willing to be quoted. Several remarked that, while color was wonderful, it now seems unimportant in light of national emergency.

* * * *

RCA distributors literally beamed during demonstrations for them Dec. 12, burst into applause several times. Their reaction was epitomized by Philadelphia distributor Raymond Rosen's question from the audience:

"When can we have them?"

"Do you want them?" replied Dr. Jolliffe.

"Right away," Rosen shot back, amid round of applause.

Later, various distributors said much same thing. "Guys at our level," commented one of most important in RCA family, "know instinctively what we can sell, once we've seen it. I realize that this is still in the development stage, and I know that it may never get into production while this emergency is on. But let me have this RCA color set, just as they showed it, and I'll sell it."

"I'm going to preach the gospel of compatibility more vigorously than ever among my dealers when I get home," said another. Surprising number said they had contacted their Congressmen to protest FCC's decision.

* * * *

Vendors, or suppliers of the materials that go into TV-radio receivers, were as enthusiastic as distributors at their Dec. 14 demonstration. Said Harry Ehle, International Resistance Co.:

"This was the most beautiful piece of research ever tackled in the industry. You can argue all you want about relative merits of the RCA and CBS pictures, but this system has got to work if we want color. If RCA has made this much progress in the last 6 months, think what 6 or 8 months more of concentration and development will bring forth. I certainly am satisfied."

American Structural Products Co. (Kimble) president Stanley McGiveran said he thought the color pictures were flattering to "everything but people" -- felt colored packages had truer values than skin tints. "From compatibility standpoint," he said, "there isn't any doubt that this is right, but some work needs to be done yet. The black-and-white pictures, while good, look flat in comparison with color."

Corning Glass Works' John L. Ward, like Kimble a supplier of tube blanks, remarked on "definite reddish haze" in the pictures of people. But he called RCA's color "wonderful, with tremendous appeal, especially when seen alongside black and white." He foresaw color eventually dominating TV.

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Nearly 75 retailers were on hand Dec. 14 -- mostly big dept. store TV-radio buyers and merchandise counselors, sprinkling of group buyers. They were well convinced of pictures' salability, naturally most curious about prices, particularly interested in compatibility and convertibility from standpoint of what to tell current black-and-white customers.

Typical reaction was that of A. A. McCarty, of Cavendish Trading Corp., buying group for major stores throughout country: "This is marvelous. What's most significant is that my people can tell the public that they needn't fear any loss of investment if they buy a set today. It can be converted or at least receive a black-and-white picture from the colorcast."

Edward Mattlin, Jordan-Marsh, Boston, which recently bought CBS-type equipment from Remington-Rand (Vol. 6:49): "CBS colors are more dramatic, but this is more realistic. It's a more practical system and compatibility, of course, is one of its strongest features."

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Moviemen, including engineers and exhibitors, had their own angles. For example, M. J. Comerford, of Pennsylvania Comerford chain, asked whether tri-color tube could be used in theatre TV. Dr. Jolliffe replied that now, and for some time to come, 3 kinescopes would be used. H. J. Schlafly, 20th Century-Fox engineer, noted: "Even this demonstration shows that the dot-sequential system has not yet reached its limits." And an unidentified Baltimore exhibitor shrugged his shoulders: "If they keep this up, we'll be out of business sooner than I expected."

Frank J. Moch, president, Television Installation Service Assn., Chicago firm that was intervenor on RCA side in Chicago court case, asserted:

"This demonstration impresses me with the need for reappraisal by the FCC of its decision. Servicing this system would be far simpler and easier, whereas the CBS system requires major circuitry changes, and the possibility of conversion to CBS system is highly controversial."

Network Accounts: Holiday specials on CBS-TV include Longines-Wittnauer Watch Co.'s sponsorship of *Christmas Day Festival*, 5-6; Chevrolet Dealers' *Challenge of the '50s—Years of Crises*, New Year's Day, 1:30-2:30 . . National Dairy Products Corp. (Sealtest) Jan. 27 starts sponsorship of CBS-TV's *The Big Top*, Sat. noon-1 . . . Hudson Pulp & Paper Corp. (paper napkins) Jan. 25 starts *Bride and Groom* on CBS-TV, Thu. 3-3:15 . . . Norwich Pharmacal Co. (drugs) Jan. 14 begins sponsoring *News in Review* on CBS-TV, Sun. 11-11:15, replacing Arnold Bakers' *Robert Q. Lewis* being dropped Jan. 7 . . . Oldsmobile's new *Sam Levenson Show* on CBS-TV, Sat. 7-7:30, starts Jan. 27 . . . Admiral Corp. will sponsor National Professional Football League title play-off game on ABC-TV, Sun. Dec. 24, 1:55 . . . Schenley Industries Inc., Wine Division (Cook's champagne & Dubonnet) Dec. 18 starts sponsorship of *Andy & Della Russell* on ABC-TV, Mon.-Fri. 7-7:05 . . . B. T. Babbitt Inc. (household cleansers) will sponsor *Ruth and Eileen* on ABC-TV, Sat. 12:30-1, starting Jan. 20 . . . Brown Shoe Co. Inc. (Naturalizer shoes) Jan. 6 starts *Say It with Acting* on NBC-TV, alternate Sat. 6:30-7 . . . Kellogg Co. to sponsor *Victor Borge Show* on NBC-TV, Sat. 7-7:30, starting Feb. 3, replaces Peter Paul's *Hank McCune Show*, dropped Dec. 2 . . . Brunswick-Balke-Collender Co. (bowling & billard equipment) and Pabst Sales Co. (Pabst Blue Ribbon beer) sponsored *All-Star Bowling Tournament* from Chicago on ABC-TV, Thu. Dec. 14, 11:30-midnight, Sun. Dec. 17, 11-11:30 . . . R. J. Reynolds Tobacco Co. (Cavalier cigarettes) reported buying three 15-min. segments weekly of CBS-TV's *Garry Moore Show*, Mon.-Fri. 1:30-2:30.

Station Accounts: Richfield Oil Co. sponsoring *Success Story* on KTTV, Los Angeles, Fri. 9-10, featuring a different local industrial concern each week, with remote pickups from such plants as General Control Co. (heating control units), Van de Kamp Bakeries, *Los Angeles Times*, and with only opening and closing mentions of firm's industrial petroleum products . . . News telecasts gaining favor indicated in sponsorship by Colgate-Palmolive-Peet (shave cream) of *News of the Night* on WCBS-TV, New York, Mon. thru Fri. 11-11:10; by Sears Roebuck, *Fleetwood Lawton Analyzes the News* on KTSL, Los Angeles, Mon.-Wed.-Fri. 9:55-10 . . . Gillette sponsoring Jan. 1 *Rose Bowl Game* on CBS-AM and TV hookup of KTTV, KPIX, KFMB-TV; *Orange Bowl Game* on WTVJ, Miami. CBS films of games will be syndicated day or two later . . . Sponsoring *Tournament of Roses Parade* on KTTV-KPIX will be Prudential Insurance Co.; on KFI-TV, West Coast Packing Co. (tuna & tomato paste); on KECA-TV, Kaye-Halbert (TV sets) . . . Advertisers currently using or planning to use TV are: National Sugar Co., thru Young & Rubicam, N. Y. (WCBS-TV); Sperti Inc. (sunlamps), thru Ruthrauff & Ryan, N. Y. (WCBS-TV); Pond's Extract Co. (cold cream), thru J. Walter Thompson Co., N. Y. (WCBS-TV); National Biscuit Co., thru McCann-Erickson, N. Y.; S. X. Graham Co. (Rolla-A-Painter), thru Walters & Heckinger, Chicago; Wm. Schwartz & Co. (Chips & Twigs boys' apparel), thru Leonard F. Fellman, Philadelphia.

Personal Notes: Hubbell Robinson, CBS program v.p., due to wed musical comedy star Vivienne Segal in Stamford, Conn., Dec. 17 . . . Theodore C. Streibert, president of WOR & WOR-TV and chairman of MBS, elected to board of New York Better Business Bureau, and Charles H. Crutchfield, gen. mgr. of WBT & WBTV, Charlotte, named president of that city's Better Business Bureau . . . Wm. K. Treynor, ex-WTOP, Washington, named asst. director of station relations, NAB . . . W. M. Witty, ex-consulting engineer, now gen. mgr. of Continental Electronics Mfg. Co., Dallas, headed by James Weldon, of Weldon & Carr.

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MARTIN CODEL'S
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Television Digest

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(With This Issue: Special Supplement With Full Text of Chicago Court Decision in Color Case)

TO SPREAD AND SPEED WAR CONTRACTS: Defense Dept. took big step this week to spread and speed war contracts -- facing up to complaints of electronics and other manufacturers that they're ready and willing but aren't yet getting orders (Vol. 6:48-49).

Secretary Marshall ordered Army, Navy, Air Force procurement officers "to spread contracts across industry as widely as possible in order to broaden the scope of the military procurement program, to obtain urgently needed goods faster and to take up the slack in industries now facing cutbacks because of materials shortages."

President's emergency proclamation last week means military services can negotiate more contracts, thus spread orders more widely.

Specific procurement recommendations by Gen. Marshall, as detailed in Dec. 18 memorandum released as No. 1539-50 by Defense Dept. Office of Information:

(1) Greatest possible integration with industrial mobilization program (which involves more than 10,000 companies).

(2) Equitable distribution among a number of competent suppliers, concentration among a few suppliers to be avoided.

(3) Use of open industrial capacity -- meaning additional contractors should be used instead of fewer contractors put on multi-shift or overtime production.

Gen. Marshall also encouraged use of small business and subcontractors, economies in costs and transportation, consideration of manpower problem areas.

Note: Report in New York Times Dec. 20 that one large TV manufacturer was now devoting 50% of his capacity to war orders is unconfirmable. Industry and military officials contacted were sure it isn't one of top 20 TV-radio producers.

COLOR EDICT UPHELD—BUT STAYS ON ICE: Chicago court's color decision upholding FCC authority to choose CBS color system doesn't change present "academic" nature of color issue -- in fact, keeps whole business under legal and technical wraps for good while longer.

Each side claims victory -- with reason -- but simple fact is that court's split decision Dec. 22 amounted to a reluctant acknowledgement of Commission's legal authority and an expression of lively skepticism about wisdom of ignoring post-hearing developments.

Withheld until April 1, unless U.S. Supreme Court acts sooner, were real fruits of victory -- commercialization of CBS color. Court continued its restraining order in effect until then.

Throughout both majority opinion of Judges Major and Sullivan and dissent of Judge LaBuy (see full texts in Special Color Report herewith) runs same rejection of FCC-CBS philosophy of haste they manifested during court arguments (Vol. 6:46).

Progress of defense mobilization, meanwhile, makes it clearer than ever that decision was really rendered in a vacuum, for all practical purposes.

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Critical national emergency was called forcibly to attention of Commission by the judges -- something FCC has deliberately ignored through whole color issue. Decision took careful note of Comr. Sterling's opinion on that score, then said:

"It is a matter of common knowledge that the situation [described by Sterling] becomes more acute with each passing day, and the prospects are that it will be far worse before it is better. It is hardly conceivable that either the Commission or the government would under such circumstances desire, much less insist, that the order in controversy be made effective."

* * * *

Worth noting, too, is court's unusually strong opinion that manufacturers won't hurry into color set production and that public won't spend $1½ billion for adaptation and conversion of 9,000,000 existing sets until Supreme Court decides.

"It does not square with common sense," said court majority, "to think that manufacturers would rush into the business either of manufacturing adapters and converters for existing sets or manufacturing sets with built-in adapters and converters while this controversy is pending. And to maintain that the public in any considerable number would purchase adapters and converters, assuming they were available, under the existing state of doubt and uncertainty, is to cast a reflection on the intelligence of people."

Nor did court make any bones about tossing ball to Supreme Court, where case is headed anyway, or about its desire to avoid going into complete trial.

"We have been unable to free our minds," it said, "of the question as to why we should devote the time and energy which the importance of the case merits, realizing as we must that the controversy can only be finally terminated by a decision of the Supreme Court...In other words, this is little more than a practice session where the parties prepare and test their ammunition for the big battle ahead. Moreover, we must give recognition to our limited scope in reviewing an order of an administrative agency..."

Court majority also observed, quite aptly: "In our view, the public interest in this matter has been magnified far beyond its true perspective...We think [that] the contest is mainly between two great broadcasting systems for a position of advantage in the rapidly developing field of television."

* * * *

RCA's post-hearing reports greatly impressed court, which said:

"It is pertinently pointed out, however, that a number of critical findings are based upon evidence [taken in] the earlier stage of the proceeding which is not representative of the situation as it existed at time the findings were adopted...

"As we view the situation, the most plausible contention made by plaintiffs is that the Commission abused its discretion in refusing to extend the effective date of its order so that it might further consider the situation." But, court concluded, RCA's argument on that score, "appealing as it is, must be discarded" since it was something court couldn't legally consider.

Dissenting Judge LaBuy got sold on compatibility, also denounced FCC for adopting CBS system in "hope and speculation" it could be improved (through use of tri-color tube, long-persistence phosphors, horizontal interlace). Said he:

"It is conceded by all and it is self-evident that the best system of color TV is a compatible one...Indeed, compatibility is the coveted goal of all engineers and scientists in the TV industry...

"The Commission recognized and the record before the Commission is replete with evidence that rapid strides are being made toward perfection of a fully compatible system. There is ample basis for the conclusion that the scientists laboring in the laboratories of the industry may soon resolve the problem of compatibility.

"In view of the admittedly fluid state of the art, it is difficult to understand why the Commission refused to hear additional evidence and chose instead a course of action, using its own words, based 'on speculation and hope rather than on demonstrations'...

"If hope and speculation may lawfully be substituted for evidence as a foun-

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dation for an important part of its decision, it was an abuse of [FCC's] discretion not to have indulged this speculation and hope in the public interest."

Next possible legal moves are these:

(1) FCC and CBS can ask either Chicago court or Supreme Court to permit CBS to go commercial before April 1.

(2) RCA and intervenors can appeal to Supreme Court; they have 30 days.

FCC-CBS will scarcely go back to Chicago court in attempt to get restraining order lifted earlier. But it's considered extremely unlikely Supreme Court will throw out Chicago court's ruling now, before studying whole case.

RCA, for one, will appeal, said so in statement following decision. The 7 intervenors on its side haven't said what they'll do.

* * * *

Each major litigant found sustenance in decision:

FCC: "Highly gratified by the decision [which] clearly settles the question of whether or not the Commission exceeded its authority and acted capriciously in approving the field-sequential standards [CBS] for color TV. It is a great victory and the Commission is confident that the temporary restraining order...will be dissolved, and [the decision] will be sustained by the Supreme Court, thus ending the controversy." (Comr. Hennock was absent when release was drafted and issued.)

CBS: "This is a great victory. The Commission's adoption of the CBS system as the best and most practical means of bringing color TV to the public has been completely upheld. There is no question in our minds that the Supreme Court will also uphold the Commission's order, if RCA insists on carrying its case further. In any event, we are now assured that the matter will finally be disposed of within a few months." (CBS at week's end sent wires to newsmen inviting them to view a "new development in color TV" at 401 Fifth Ave., New York, at 12:30 p.m., Dec. 26; speculation is that it's Lawrence tube and/or telecast of horizontal interlace.)

RCA: "By staying the execution of the order until it has been subjected to further review by the Supreme Court, the court has clearly indicated its awareness of the great public interest at stake. Ever since the FCC adopted the only incompatible color TV system, we have maintained that this would compel the American public to pay a tremendously expensive and unnecessary price for color TV.

"An incompatible system actually is an 'unready' system. Compatibility is of first importance to color itself. Compatibility must be achieved in the laboratory...We will, of course, appeal the decision, confident that the Supreme Court will recognize that the public should not be denied compatible color TV. In the meantime, we shall continue with the scientific development of RCA's compatible, high-definition, all-electronic color TV."

* * * *

Background battling continued, but no one could get really worked up about it. In normal times, some of it would have been sensational.

Admiral's Ross Siragusa, with the air of a man letting revelatory cat out of the bag, said that CBS's Frank Stanton had asked him, shortly before early June 1949 medical color demonstration, why Admiral and/or other manufacturers didn't "bail us out of this color development." In speech Dec. 20 before Investment Analysts' Club of Chicago, Siragusa said: "We turned that offer down flatly because we did not then think it was the answer to color for TV and we have seen nothing since to change our opinion." He said figure quoted was $3,000,000.

Stanton whipped out total denial, saying that he was in Europe at time Siragusa said offer was made, that he never talked to Siragusa on any subject during 1949, that he has never made any offer on color to Siragusa at any time.

Vehemence of argument is presumably due to implication that CBS wanted to get rid of system, had little faith in it.

At least two other major manufacturers also claim CBS offered to sell its color system to them.

* * * *

National Production Authority found itself pulled into color fracas in unusual manner. On Dec. 20, a task group, comprising 7 members of Radio, TV & House-

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hold Appliance Wholesale Industry Advisory Committee (see p. 11 for membership), passed its first resolution. This asked that "all consideration of production of components or devices intended for the receiving equipment to be used for color TV reception be postponed until such time as materials and components shall be in safe and adequate supply to meet the requirements of the present emergency."

Group estimated that color sets would require "at least double" number of tubes used in monochrome sets. Spokesman said stoppage of color development wasn't intended. Distributors have been among most vehement opponents of CBS system.

Whether NPA will ignore this hot potato isn't known, although Retailing Daily excitedly reported that NPA "will soon approve" group's recommendation.

* * * *

From practical standpoint, attitude of Dr. Allen DuMont is probably typical, quoted from his year-end statement on TV prospects for 1951:

"Where color TV is concerned, the recent demonstration [by RCA] of a vastly improved all-electronic and compatible system of color, coming on the heels of statements that such a system wasn't feasible and an FCC decision in favor of mechanical color, has thrown the whole color situation into a state of complete confusion. It will take considerable time to settle this question. In any case, the abundant problems now facing the industry make it evident that the color question for 1951 will be mostly an academic one."

Emerson's Benjamin Abrams feels much the same: "The inevitable scarcity of black-and-white receivers next year has driven the color TV problem to the very bottom of the manufacturer's active worry list."

HOW EXCESS PROFITS TAX BILL HITS TV: TV-radio industry fares quite well, as growth business, in excess profits tax bill finally agreed upon by House-Senate conferees Dec. 22. Senate passed bill (H.R. 9827) same day, with House scheduled to approve after Xmas holidays. Tax is retroactive to last July 1.

"Couldn't have had it better," was consensus of those handling industry's case. Here are details as they apply to TV-radio industry:

Excess profits tax rate is 75%. Liable to excess profits tax are earnings that are more than 85% of best 3-year average during 1946-49. Alternative is this rate of return on invested capital, including borrowed funds: 12% on first $5,000,000, 10% on next $5,000,000, 8% on remainder.

Regular corporation tax is boosted from present 45% to 47% for taxpayers' fiscal year after July 1, 1950. This means most corporations will pay the extra 2% on 1951 earnings, since most are on calendar year basis.

Exempted are corporations earning $25,000 or less annually.

Maximum to be paid in both excess profits and corporation tax is 60% of year's earnings.

Growth companies -- and this is victory for RTMA committee -- figure base for excess profits tax on 50% of 1949 and 40% of 1950 earnings. A company may qualify regardless of total assets if it meets all 3 of the following criteria, all directly applicable to TV-radio:

(1) Total sales first 6 months of 1950 multiplied by 2 equal or exceed 150% of average 1946-47 sales. (2) 40% of 1950 sales are attributable to a product not generally available to the public before Jan. 1, 1946. (3) Sales of such new product in 1946 must have been one-twentieth or less of such sales in 1949.

A company may also qualify as a growth company if: (1) its gross receipts last half of 1946-49 base period are 150% or more of first half of base period, or (2) if its total payroll last half of base period is 130% or more of the first half of such base period. But, company's total assets can't exceed $20,000,000.

Foregoing provisions cover virtually every TV-radio manufacturer, in the opinion of tax experts. But those close to tax picture warn not to underestimate tax legislation bound to come from 82nd Congress, which meets Jan. 3. They see higher taxes all around -- excess profits, corporation, income, excise, even possibility of general sales tax.

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Special Color Report
December 23, 1950

Supreme Court to Decide

FCC AUTHORITY UPHELD BUT COLOR EDICT DELAYED

Pending Appeal to United States Supreme Court

Full Text of Chicago Federal Court's Decision in Appeal by RCA, et al, from FCC Order

(For details about court case, see *Television Digest*, Vol. 6:45-51)

In the United States District Court
Northern District of Illinois
Eastern Division

RADIO CORPORATION OF AMERICA, NBC INC.,
AND
RCA VICTOR DISTRIBUTING CORPORATION,
PLAINTIFFS,

vs.

UNITED STATES OF AMERICA
AND
FEDERAL COMMUNICATIONS COMMISSION,
DEFENDANTS.

Civil Action No. 50-C-1459.

December 20, 1950.

Before MAJOR, Circuit Judge; SULLIVAN and LA BUY, District Judges.

MAJOR, Circuit Judge. This action was brought to enjoin and set aside an order of the Federal Communications Commission, adopted October 10, 1950, effective November 20, 1950, which promulgated standards for the transmission of color television. Plaintiff Radio Corporation of America (RCA) is engaged, among other things, in research and development work in the field of electronics, and particularly in the field of radio and television, as well as in the manufacture and sale of radio and television transmitting and receiving apparatus and parts. Plaintiff National Broadcasting Company (NBC) is engaged in sound and television broadcasting, including network broadcasting. Plaintiff Victor Distributing Corporation is engaged in the sale of articles and products manufactured by the Victor Division of RCA. Both this distributing company and NBC are wholly owned subsidiaries of RCA. The defendants are the United States and the Federal Communications Commission.

The complaint sought an interlocutory injunction until the further order of the court and a permanent injunction upon final hearing. The defendants moved for a summary judgment and a dismissal of the complaint on the ground that there was no genuine issue as to any material fact and that defendants were entitled to a judgment as a matter of law.

A three-judge court was convened, as required by Title 28, U. S. C. A., Secs. 2284 and 2325. On the issues thus presented, the matter came on for hearing and oral argument was heard on November 14, 15 and 16, 1950.

Prior to the time of oral argument, the Columbia Broadcasting System (CBS), also engaged in sound and television broadcasting, by agreement of the parties, was allowed to intervene in support of the Commission's order. Either during or previous to the oral argument, the following parties, over the objection of defendants, were permitted to intervene in support of plaintiffs' attack upon the Commission's order: Local No. 1031 of the International Brotherhood of Electrical Workers, representing 21,000 members, 18,000 of whom are employed in Chicago or vicinity in the manufacture of radio and television sets or in the manufacture of parts and in the assembling thereof; Pilot Radio Corporation; Emerson Radio & Phonograph Corporation; Wells-Gardner & Company, Sightmaster Corporation and Radio Craftsmen Inc., all manufacturers of television receiving equipment; and Television Installation Service Association, a trade organization engaged in the business of servicing and installing radios and television equipment in the Chicago area.

The statutes involved with respect to the jurisdiction of this court are Title 28, U. S. C. A., Secs. 1336, 1398, 2284, 2321-25 and Sec. 402(a) of the Communications Act of 1934, as amended, Title 47, U. S. C. A., Sec. 402(a). With respect to the legal authority of the Commission to adopt standards, the provisions of the Communications Act mainly involved are Secs. 4(i), 301, 303(b), (c), (e), (f), (g) and (r). Secs. 4(i) and 303(r) of the Communications Act endow the Commission with authority to make rules and regulations and issue such orders as may be necessary in the execution of its functions and to carry out the provisions of the act. Sec. 303(b) authorizes the Commission, as the public convenience, interest or necessity requires, to prescribe the manner of the service to be rendered by stations, and Sec. 303(e) gives similar authority to regulate the kind of apparatus to be used with respect to its external effects. Sec. 303(g) provides, under the same standard of the public convenience, interest or necessity, that the Commission shall "study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest."

As has been shown, there was before the court at the time of the hearing plaintiffs' prayer for an interlocutory injunction and defendants' motion for a summary judgment and for dismissal of the complaint. Numerous affidavits were presented by the plaintiffs as well as by the plaintiff-intervenors, showing that irreparable damages would result if the order was permitted to take effect. Opposing affidavits were filed by the defendants and by CBS, the defendant-intervenor. There was also presented by the Commission a record of the proceedings, upon which its order was predicated.

At the conclusion of the hearing, the court took the conflicting motions under advisement and at the same time entered a temporary restraining order "restraining and suspending until further order of this court the promulgation, operation and execution of the order of the Federal Communications Commission adopted October 10, 1950, effective November 20, 1950." As a basis for this order the court entered findings of fact, including the finding, among

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others, that irreparable damages would result to plaintiffs and intervenors unless the Commission's order was restrained and suspended during the consideration and determination of the issues before the court, and that such temporary suspension would be in the public interest.

The order sought to be set aside has been the subject of attack on many fronts, which may be generally classified under two contentions, (1) that the order is contrary to the public interest, and (2) that its adoption represents an arbitrary and capricious attitude on the part of the Commission. Under these two general categories there are, of course, many subsidiary issues. The defendants concede that RCA has an interest which permits the maintenance of the instant suit, but that there is an absence of such interest on the part of the other plaintiffs, as well as on the part of the intervening plaintiffs. For the purpose of this decision, we shall assume that all the plaintiffs, as well as the intervenors, are properly before the court.

After listening to many hours of oral argument by able counsel representing the respective parties, we formed some rather definite impressions relative to the merits of the order, as well as the proceedings before the Commission upon which it rests. And our reading and study of the numerous and voluminous briefs with which we have been favored have not altered or removed those impressions. Also, in studying the case, we have been unable to free our minds of the question as to why we should devote the time and energy which the importance of the case merits, realizing as we must that the controversy can only be finally terminated by a decision of the Supreme Court. This is so because any decision we make is appealable to that court as a matter of right and we were informed during oral argument, in no uncertain terms, that which otherwise might be expected, that is, that the aggrieved party or parties will immediately appeal. In other words, this is little more than a practice session where the parties prepare and test their ammunition for the big battle ahead. Moreover, we must give recognition to our limited scope in reviewing an order of an administrative agency. While citation of authority in this respect is hardly necessary, it may not be amiss to make reference to a few recent Supreme Court opinions.

In American Telephone & Telegraph Co., et al., v. United States, et al., 299 U. S. 232, 236, wherein the court had under review an order of the instant defendant Commission, the court stated: "This court is not at liberty to substitute its own discretion for that of administrative officers who have kept within the bounds of their administrative powers. . . . It is not enough that the prescribed system of accounts shall appear to be unwise or burdensome or inferior to another. Error or unwisdom is not equivalent to abuse."

In Federal Security Administrator v. Quaker Oats Co., 318 U. S. 218, 227, the Court of Appeals for this circuit set aside the order of an administrative agency. The Supreme Court reversed and with reference to review provisions of administrative action, stated: "Under such provisions we have repeatedly emphasized the scope that must be allowed to the discretion and informed judgment of an expert administrative body. [Citing cases.] These considerations are especially appropriate where the review is of regulations of general application adopted by an administrative agency under its rule-making power in carrying out the policy of a statute with whose enforcement it is charged." And further the court, referring to the judgment of the administrative agency stated (page 228): "That judgment, if based on substantial evidence of record, and if within statutory and constitutional limitations, is controlling even though the reviewing court might on the same record have arrived at a different conclusion."

More recently in National Broadcasting Co., Inc., et al., v. United States, et al., 319 U. S. 190, 224, the court reviewed and sustained an order of the instant Commission, and in doing so stated: "The regulations are assailed as 'arbitrary and capricious'. If this contention means that the regulations are unwise, that they are not likely to succeed in accomplishing what the Commission intended, we can say only that the appellants have selected the wrong forum for such a plea. . . . Our duty is at an end when we find that the action of the Commission was based upon findings supported by evidence, and was made pursuant to authority granted by Congress. It is not for us to say that the 'public interest' will be furthered or retarded by the chain broadcasting regulations. The responsibility belongs to the Congress for the grant of valid legislative authority and to the Commission for its exercise."

Thus, with our scope of review so firmly delineated, we turn to a brief statement, if that is possible, of the proceedings which culminated in the order under attack. The Commission for many years had considered the question of color television. CBS had formerly proposed a system, which was denied in 1947. The instant proceedings, or that part which related to color television, were initiated by the Commission's Notice of July 11, 1949 of Further Proposed Rule-Making Relative to Color Television. This notice proposed among other things to consider color television systems, provided that such systems met two criteria: First, that they operate in a six-megacycle channel (the frequency space alloted to black-and-white television broadcasting stations); and second, that the pictures be received on existing television receivers "simply by making relatively minor modifications in such existing receivers," and the notice provided, "Following the closing of the record and the conclusion of oral arguments, the Commission upon consideration of all proposals, counter-proposals, and evidence in this proceeding will adopt such rules, regulations and standards as will best serve the public interest, convenience or necessity." In response to this notice, comments relating in whole or in part to color television were filed by numerous parties. CBS, RCA and CTI (Color Television, Inc.) were the only parties who appeared as proponents of their own color television systems.

The hearing, participated in by all members of the Commission, commenced September 26, 1949, and ended May 26, 1950. In all, 53 different witnesses were heard and 265 exhibits received. The transcript of the hearing covers 9717 pages. During the period from November 22, 1949, to February 6, 1950, extensive field tests were made of the three systems proposed. Progress reports concerning these tests were filed with the Commission by the three proponents during December 1949 and January 1950. Comparative demonstrations of the three proposed systems were made on different dates until May 17, 1950. In response to the Commission's notice, proposed findings and conclusions were filed by proponents of the three systems.

On September 1, 1950, the Commission issued its first report, in which it made detailed findings and conclusions concerning the three proposed color television systems and set forth minimum criteria which such a system would have to meet in order to be considered eligible for adoption. CTI is not a party to this proceeding and there is no occasion to refer to the findings as to its proposed system. We set forth in a footnote the basic findings as to the system proposed by RCA and that proposed by CBS.[1]

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[1] As to RCA:

"(1) That the color fidelity of the RCA picture is not satisfactory and that there appears to be no reasonable prospect that the defects can be overcome.

(2) That the texture of the RCA color picture is not satisfactory and that it is difficult to see how this defect can be eliminated.

(3) That the receiving equipment utilized by the RCA system is exceedingly complex and that there is no assurance, even if the tri-color tube is successfully developed, that the RCA receivers will not continue to be unduly complex and difficult to operate.

(4) That the equipment which RCA utilizes at the transmitting station is exceedingly complex and there is no assurance that satisfactory commercial type station equipment can be built.

(5) That the RCA system is much more susceptible to certain kinds of interference than standard black and white or the CBS color system.

(6) That there is not adequate assurance of RCA's ability to network color of proper quality over existing facilities; and

(7) That the RCA system has not been sufficiently field tested."

As to CBS:

"(1) That CBS produces a color picture that is 'most satisfactory from the point of view of texture, color fidelity and contrast.'

(2) That the CBS receivers and station equipment 'are simple

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Notwithstanding the findings favorable to the CBS system, the Commission declined in its first report to adopt that system. Instead of and concurrently with its first report, the Commission issued a second notice of further proposed rule making, suggesting the adoption of bracket standards in the existing monochrome television system and invited interested parties and all manufacturers to submit comments on the proposal. This proposal embodied a method by which brackets would be incorporated in the receivers thereafter manufactured so as to permit such receivers to receive black-and-white pictures from present transmissions as well as color transmission by CBS. The stated purpose of this proposal was to preserve the status quo on compatibility.[2] Maintaining the status quo on compatibility required the construction of receivers capable of receiving field sequential color transmissions in black and white. Comments upon the proposed bracket standards were received from 33 interested parties and television receiver manufacturers which disclosed an almost unanimous opinion on the part of manufacturers and other interested parties that such a system was not capable of being produced within the time limits fixed by the Commission.

On October 4, 1950, RCA filed a petition requesting the Commission to view the improvements made in the performance of the RCA color system between December 5, 1950, and January 5, 1951, and that the Commission view further experimental broadcasts of the three proposed color systems during the period to June 20, 1951, before reaching a final determination with respect to color standards. This request by RCA was denied, and on October 10, 1950, the Commission issued its second report, which concluded that the field sequential color system should be adopted. No testimony, oral or written, was received by the Commission in the interim between the issuance of its first and second reports.

In its second report (issued October 10, 1950) the Commission, with reference to its first report, stated: "The report stated that in the Commission's opinion, the CBS system produces a color picture that is most satisfactory from the point of view of texture, color fidelity and contrast. The Commission stated that receivers and station equipment are simple to operate and that receivers when produced on a mass market basis should be within the economic reach of the great mass of purchasing public. The Commission further found that even with present equipment the CBS system can produce color pictures of sufficient brightness without objectionable flicker to be adequate for home use and that the evidence concerning long persistence phosphors shows that there is a specific method available for still further increasing brightness with no objectionable flicker. Finally, the Commission pointed out that while the CBS system has less geometric resolution than the present monochrome system the addition of color to the picture more than outweighs the loss in geometric resolution so far as apparent definition is concerned."

Simultaneously with the second report the Commission entered the order under attack, amending the Commission's Standards of Good Engineering Practice, to provide for standards of color television transmission in accordance with the field sequential system (CBS system) effective November 20, 1950. Commissioners Sterling and Hennock dissented from the Commission's second report. On the date of the issuance of its second report, the Commission also denied the petition of RCA to postpone a final determination of the color proceedings and to have further demonstrations of the three proposed color systems.

While the findings of the Commission are severely criticized, it is not contended in the main that they are not supported by substantial evidence. It is pertinently pointed out, however, that a number of critical findings are based upon evidence which was taken in the earlier stage of the proceeding which is not representative of the situation as it existed at the time the findings were adopted. Admittedly, much progress was made during the latter portion of the hearings and, as claimed, after the hearings closed, in the development of a compatible system of color television. Particularly was such progress made by RCA, and as we view the situation the most plausible contention made by plaintiffs is that the Commission abused its discretion in refusing to extend the effective date of its order so that it might further consider the situation, and particularly the improvement which it is claimed had been made by RCA and others.

On the merits of the case, however, with which we are directly confronted by reason of defendants' motion for a summary judgment, much of plaintiffs' argument—in fact, the major portion of it—is predicated upon matters outside the record made before the Commission, and without going into too much detail we think it relevant to refer to some of such matters. While many affidavits offered by the plaintiffs as well as the intervening plaintiffs are proper, no doubt, to show damage in support of their asserted right to an injunction, many of them go far beyond this purpose and contain a recitation of alleged facts directly in conflict with the findings made by the Commission. Typical of such affidavits is that of Dr. C. B. Jolliffe, executive vice president in charge of the RCA laboratories. His affidavit, in addition to showing damages which will be sustained by RCA as a result of the order, goes extensively into the alleged merits of the RCA system, the alleged demerits of the CBS system and the alleged errors committed by the Commission in reaching its decision. And much of plaintiffs' argument is predicated upon matters brought before the court in this fashion. In our view, such asserted facts are not properly before the court. A consideration of such matters would in effect amount to a trial de novo, which we are without power to grant. Thus, much of plaintiffs' argument, predicated upon such immaterial matter, appealing as it is, must be discarded.

Another segment of evidence upon which much reliance is placed is the report made by the so-called Condon Committee. Dr. Edward U. Condon, director of the National Bureau of Standards of the United States Department of Commerce was, under date of May 20, 1949, requested by the chairman of the Senate Committee on Interstate & Foreign Commerce to organize a committee to give "sound, impartial, scientific advice" on color television. Dr. Condon was the head of this committee, which included a group of scientific persons of repute, none of whom were employed by or had any connection directly or indirectly with any radio licensee or radio-equipment manufacturer. The report of this committee was released July 10, 1950, and considered at length the three color systems which had been proposed, and analyzed the present and potential performance of those systems. The report discloses that it took into consideration, among other matters, the testimony and demonstrations given before the Commission in the instant proceedings.

No doubt this report refutes numerous of the findings made by the Commission and gives a far more favorable appraisement of the RCA system than that attributed to it by the Commission. Whether this report was considered by the Commission we do not know, but it is not referred to in the Commission's reports or its findings. As stated, this report was made to Congress, and we suppose a court could take judicial notice of it for some purposes, but

handle' and within the economic reach of the public.

(3) That though the CBS system is susceptible to flicker to a greater degree than standard black and white, the problem is not serious since flicker, which results from brightness, does not appear at the brightness level which is adequate for home use.

(4) That while the CBS system has less 'geometric resolution' than black-and-white, the addition of color more than outweighs this loss, and that the black-and-white pictures produced from CBS color are acceptable; and

(5) That while as a practical matter the apparatus now used by the CBS system is limited either to projection receivers of unlimited size or direct-view pictures of 12½-in. size, this size limitation will be eliminated if and when a commercial tri-color tube successfully developed, and that in any event the public might well prefer a 12½-in. color picture to a 16-in. black-and-white picture and should not be deprived of that choice."

The term "compatibility" describes a situation in which no change whatever is required in existing receivers in order to enable them to receive as black-and-white picture a picture transmitted in color.

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again, in our view, it cannot be considered here for the purpose of impeaching the order of the Commission or the proceedings had before it. After all, Congress has conferred upon the Commission and charged it with the responsibility of conducting hearings and in reaching its own independent conclusions predicated thereon.

Another matter somewhat akin to those which we have just discussed was sought to be injected into this hearing by Pilot Radio Corporation, a plaintiff-intervenor. At the request of Pilot, two subpoenas duces tecum were issued out of this court on November 8, 1950, one addressed to the Commission and the other to CBS, requiring the production at the hearing in this matter of certain letters, documents, etc., described in said subpoenas. In response to the subpoenas the requested material was produced by the parties to whom the subpoenas were directed and lodged with the clerk of this court. At the same time, a motion was made to quash the subpoenas on the basis that the produced material was irrelevant and immaterial.

The matter produced in the main consists of an exchange of letters between Honorable Edwin C. Johnson, chairman of the Senate Interstate & Foreign Commerce Committee, and the Commission or members thereof, as well as correspondence exchanged between Senator Johnson and the officials of CBS. In addition, there was offered in evidence at the time of the hearing an exchange of telegrams or letters between Senator Johnson and counsel for Pilot. We are advised by counsel that the purpose of these letters and telegrams is to show "that constant and vigorous pressure exerted by the chairman" was responsible for the Commission's asserted precipitate action. The matter thus sought to be injected is, of course, no part of the record made before the Commission and it cannot be properly considered here. In this connection, we should point out that neither Pilot nor any other intervenor nor plaintiffs make any charge or allegation in their pleadings that the Commission in making its order was influenced, cajoled or coerced by Senator Johnson or anybody else. In fact, other than the incident under discussion, there is not even an intimation by any of the interested parties that the Commission acted other than in good faith and in discharge of what it considered to be its statutory duty. The motion to quash these subpoenas duces tecum not heretofore passed upon is allowed.

Another matter which perhaps should be mentioned arises from plaintiffs' contention that the Commission improperly relied upon the testimony and assistance of one of its staff engineers who it is asserted was an interested party because he was the inventor of an automatic switch usable with a non-compatible system such as that proposed by CBS. The witness was not the owner of and had no financial interest in the patent. He demonstrated the device on the record, to which an objection was made; however, no objection was made to his further testimony or participation in the proceeding. In fact, it appears that the matter was not again mentioned until raised in this court. It appears to us that the interest of the witness if it had any relevancy went to the weight or credit to be given his testimony, and that this was a matter for the determination of the Commission. In any event, it furnishes no basis for invalidating the Commission's order.

In the view we take of the case, there is no evidence under the pleadings which this court could properly hear. We take this view notwithstanding the suggestion made by counsel for RCA in oral argument and reiterated in its brief, that RCA might desire to introduce witnesses at a final hearing. We gather from the suggestion made that such testimony would be offered for the purpose of showing current developments, which we suppose means developments since the entry of the order, which have been called to the attention of the Commission and which it refuses to consider. Plaintiffs' disclaim that this would constitute a trial de novo. With this contention we do not agree. We reiterate that under well established principles our function is to hear and determine the questions before us solely on the record made before the Commission.

Thus, as we evaluate the situation, there are two courses open, (1) To allow defendants' motion for a summary judgment, and (2) to vacate the order and send the proceeding back to the Commission for further consideration in view of recent developments in the color television field as well as the rapidly changing economic situation. In pursuance of the latter course, assuming we have such authority, of which there may be doubt, would inevitably result in the prolongation of the controversy which badly needs the finality of decision which can be made only by the Supreme Court. In other words, the interests of all, so we think, will be better served with this controversy on its way up rather than back from whence it comes.

Even though we propose to allow defendants' motion for a summary judgment, it does not follow that the temporary restraining order heretofore entered should not remain in effect. In fact, we are definitely of the view that it should, until such time as the controversy is before the Supreme Court. While there may appear to be some inconsistency in pursuing this course, we think such procedure is within our discretion. In National Broadcasting Co. v. United States, 44 F. Supp. 688, a statutory court under circumstances quite similar to those here held it was without jurisdiction to review an order of the Commission, and dismissed the complaint. Even so, it granted a stay until the matter could be appealed to the Supreme Court. Holding that the District Court had jurisdiction the Supreme Court reversed. 316 U. S. 447. In doing so, it suggested (page 449), "The stay now in effect will be continued, on terms to be settled by the court below." Thereupon, the case was tried by the District Court on its merits, a summary judgment allowed in favor of the defendants and the complaint again dismissed. And again the Commission's order was stayed pending appeal to the Supreme Court, and this time the judgment of the court below was affirmed. 319 U. S. 190. Insofar as we are able to discern from that opinion, the stay order allowed by the District Court remained in effect until the case was finally decided by the Supreme Court.

Thus concluding that the matter of a further stay of the Commission's order is discretionary, we shall state some of the reasons which move us to preserve the status quo. Of the 9,000,000 black-and-white television receivers in the hands of the public, there are none capable of receiving a picture either in color or black and white, broadcast under the proposed standards. In order to receive a black-and-white picture, it is necessary that a receiver be equipped with an adapter estimated to cost $50, plus the expense of installation. In other words, it would cost the American public nearly $500,000,000 to equip existing sets to receive, under the proposed system, black-and-white pictures, and even then admittedly they would be of a grade inferior to present black-and-white pictures. In addition, in order to receive a picture in color, it will be necessary to add to an existing receiver a converter, estimated to cost about $100, plus the expense of installation. Thus, this will cost the public nearly $1 billion. In other words, upon an expenditure by the public of $1½ billion, adapters and converters can be added to existing receivers so as to receive, under the proposed system, pictures in black and white and in color.

But this is only a part of the story insofar as it relates to the public. It was here stated in oral argument and not disputed that there are no adapters or converters on the market and that manufacturers would require a period of from six to eight months before they could be made available. So it seems reasonable to conclude that if the instant order was now in effect, there would be no broadcasting under the proposed standards for many months, for the simple reason that there would be no sets capable of receiving such programs. And it does not square with common sense to think that manufacturers would rush into the business either of manufacturing adapters and converters for existing sets or manufacturing sets with built-in adapters and converters while this controversy is pending. And to maintain that the public in any considerable number would purchase adapters and converters, assuming they were available, under the existing state of doubt and uncertainty, is to cast a reflection on the intelligence of people.

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Another matter which does not escape our attention is the insistence displayed by the defendants, including CBS, that this order at all hazards must become effective November 20, 1950, the date fixed by the Commission. This apparently was a magic date, so much so that defendants opposed a postponement until this court could have an opportunity to study and decide the issues presented.

Perhaps the most substantial attack made upon the Commission's order is the adoption of standards which call for an incompatible system which, as admitted by all the parties including the defendants and CBS, is less desirable than a compatible system. Of course, the Commission's position in this respect is predicated upon its conclusion that no satisfactory compatible system was demonstrated, while the incompatible system which it approved was satisfactory. And the main argument against a stay of the order is that incompatibility is and will rapidly increase as the public continues to purchase existing receivers.

As is stated in defendants' brief, "The grant by this court of an interlocutory injunction will encourage the increased sale of receivers requiring outside adaption to receive CBS color transmission in black and white. The difference between this cost and the cost of adapting receivers at the factory is the price the American public will pay if the Commission's decision is finally upheld."

This argument is based on the assumption that the Supreme Court will sustain the validity of the order. It ignores a contrary possibility. Certainly this court is possessed of no such omnipotence, and we doubt if the Commission is. Even if the order was in effect, the owners of existing receivers could not within the next several months obtain the equipment which would enable them to receive the authorized broadcast. But assume that they could and did so. Where would the public find itself in the event the order was held invalid by the Supreme Court?

In our view, the public interest in this matter has been magnified far beyond its true perspective. We are even told that this suit is a contest between television manufacturers and the public on some theory that it is to the financial gain of the former to refuse and delay the manufacture of television sets capable of receiving the broadcast authorized. Any merit in this contention, so we think, is completely overshadowed by what appears to be evident, that is, that the contest is mainly between two great broadcasting systems for a position of advantage in this rapidly developing field of television.

Another reason why this order should be stayed is the existing economic situation, recognized by Commissioner Sterling in his dissenting opinion, wherein he stated, "The problems confronting manufacturers today in terms of production, procurement and manpower to meet the demands of national defense are serious ones. . . . It is well known that there are serious shortages of tubes and resistors as well as basic materials. . . . Moreover, in many instances industry has been required to divert its TV engineering experts to problems of production for defense because of the close relationship of TV techniques to radar and other electronic devices the government requires." It is a matter of common knowledge that the situation thus described becomes more acute with each passing day, and the prospects are that it will be far worse before it is better. It is hardly conceivable that either the Commission or the government would under such circumstances desire, much less insist, that the order in controversy be made effective.

Our purpose is to restrain the effective date of the order until the aggrieved parties have had an opportunity to perfect an appeal to the Supreme Court. Therefore, the temporary restraining order heretofore entered will remain and continue in force until April 1, 1951, or until terminated by the Supreme Court. And we re-adopt the findings heretofore made in support of the continuation of such order.

A summary judgment will be entered in favor of the defendants and against the plaintiffs, and the complaint dismissed. No testimony having been heard or considered other than the record made before the Commission, no findings are required in support of such judgment.

LaBuy, District Judge, Dissenting

IT is conceded by all and it is self-evident that the best system of color television is a compatible one; that is, a system requiring no change whatever in existing receivers for the reception of black and white as well as color pictures. Indeed, compatibility is the coveted goal of all engineers and scientists engaged in the television industry.

In its order of October 11, 1950 (F3), the Commission stated:

". . . that the state of the television art is such that new ideas and new inventions are matters of weekly, even daily occurrence; . . ."

And again, in recognizing the rapid developments in the field, the Commission said (B92, First Report):

"The third matter we refer to is the possibility of new color systems and improvements in existing color systems which have been informally called to our attention since the hearings closed. Of course, these are not matters of record and cannot be relied on in reaching a decision unless the reocrd is reopened. In considering these developments the Commission is aware that the institution of these proceedings stimulated great activity in the color field and that since fundamental research cannot be performed on schedule, it is possible that much of the fruit of this research is only now beginning to emerge . . ."

Commissioner Sterling, dissenting with what he characterized the "premature action taken by the majority", also stated among other reasons for his disapproval of the action of the Commission "new developments came fast in the closing days of the hearing and immediately thereafter". Commissioner Hennock, who also disagreed with the Commission's speedy action, expressed her views as follows,

". . . in the light of the progress made in the development of color television since the start of the instant proceeding, I think it is essential to defer final decision in this matter until June 30, 1951.

". . . It is of vital importance to the future of television that we make every effort to gain the time necessary for further experimentation leading to the perfection of a compatible color television system . . ."

In its First Report, the Commission stated:

". . . two difficult courses of action are open to the Commission. The first course of action is to reopen the record . . . The second course of action is to adopt a final decision.

"The advantage of the first course of action is that the Commission would not be compelled to speculate as to an important basis for its decision. . . . The disadvantage is that it would postpone a final decision and hence would aggravate the compatibility problem. . . . The advantage of the second course of action is that it would bring a speedy conclusion to the matters in issue and would furnish manufacturers with a real incentive to build a successful tri-color tube as soon as possible. . . . The disadvantage is that the Commission's determination on an important part of its decision would be based on speculation and hope rather than on demonstrations."

On October 4, 1950, RCA petitioned the Commission to review the progress made in developing and perfecting the various systems before a final determination. It offered to show the Commission improvements in certain phases of their system about which the Commission expressed doubts. The Commission denied the petition giving among other reasons that "delay in reaching a determination . . . would not be conducive to the orderly and expeditious dispatch of the Commission's business".

The Commission recognized and the record before the Commission is replete with evidence that rapid strides are being made toward the perfection of a fully compatible system. There is ample basis for the conclusion that the scientists laboring in the laboratories of the industry may soon resolve the problem of compatibility. In view of the admittedly fluid state of the art, it is difficult to under-

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stand why the Commission refused to hear additional evidence and chose instead a course of action, using its own words, based "on speculation and hope rather than on demonstrations."

It is estimated that the cost of conversion to the new standards set by the Commission will cost the public in excess of $1 billion. If hope and speculation may lawfully be substituted for evidence as a foundation for an important part of its decision, it was an abuse of discretion not to have indulged this speculation and hope in the public interest. The Commission chose a speedy determination of an issue of great public interest in preference to the more patient consideration which the magnitude of the question warranted. To prohibit the broadcast of color in completely compatible systems, whether it is RCA or any other fully compatible system, is a bar to competition between compatible and incompatible color and is unreasonable and arbitrary.

It is my opinion the Commission's precipitous action in entering the order, the impact of which will require owners of television sets to install equipment at a cost of many hundreds of millions of dollars, and its refusal to hear additional evidence clearly indicates an abuse of discretion and constituted action which was arbitrary and capricious.

I would overrule the motion to dismiss and for a summary judgment and would restrain the enforcement of the order.

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cobalt he will be allotted for month. As military production increases, civilian allotments will diminish.

Banned altogether are such non-essential cobalt uses as ornamental blue glass pigment and magnetic toys and novelties.

Stopgap cobalt distribution order for January 1951, issued along with M-10, may hold clue to future allocations beginning in February. In January civilian users will be permitted to buy a maximum of one-third amount they used in January 1950.

RTMA speaker section met Dec. 27 in Chicago, with estimated 75% of loudspeaker manufacturers represented, and voted to recommend to all speaker makers that alnico magnets (24% cobalt) used in speakers be reduced by at least one "RTMA weight unit" (about 30%).

CR tube focus and deflection units, which can't be cut down in size, contain about 4 times as much alnico as speakers.

Alnico magnets will continue to be almost universally used in speakers and CR tube deflection circuits, despite cobalt shortage. Substitutes, requiring vast amounts of scarce nickel or copper, are impractical. Moreover, many component manufacturers have discarded their coil-winding equipment and aren't equipped to make electromagnets even if they could obtain the required copper wire.

* * * *

TV-radio industry was scarcely touched by copper conservation order (Amendment 1 to M-12), issued Dec. 30. In list of more than 250 products in which use of copper will be banned March 1, TV-radio are not mentioned. (Examples of items affected: doorknobs, cuspidors, kitchen utensils, burial urns, paper clips.)

Copper use is banned in such household appliances as washers, vacuum cleaners, refrigerators, irons, shavers -- except where copper products are used in functional parts where "satisfactory substitutes are not available." In general, use of copper will be permitted wherever it is necessary for conduction of electricity. Copper and brass hardware on TV cabinets and chassis undoubtedly will disappear.

All copper users are still subject to Distribution Order M-12 (Vol. 6:48), which permits manufacturers during January and Febraury to use up to 85% of average monthly amount of copper and copper products they used first 6 months of 1950.

* * * *

Aluminum Order M-7 (Vol. 6:46-51) was relaxed for third time Dec. 26 (by Direction 3 to M-7), permitting users to consume more in March 1951 than they were originally allotted -- provided aluminum components don't exceed 1% of end product's total weight.

Chassis will lose that bright silvery look next year. NPA Order M-19 lists "highly essential civilian needs" in which use of cadmium will be permitted. Use of corrosion-resistant cadmium plating on TV-radio chassis is banned. Less satisfactory, less eye-pleasing zinc (Vol. 6:51) probably will be used instead.

Specifically permitted are these electronic uses of cadmium: (1) Phosphors for CR tubes, which use extremely small amount. (2) Copper-base alloys containing 1¼% or less of cadmium in parts inside electronic tubes. (3) Plating on surfaces which require good conductivity for radio frequency current.

Most serious shortage items in TV-radio during 1951 are expected to be: (1) tubes, (2) resistors, (3) copper products, (4) magnets.

COLOR LULL AS CBS SHOWS 17-in. IMAGE: Color front was dullish this week -- with even CBS's enlarged picture, accomplished by means of color drum instead of disc, failing to stir up usual controversy and headlines.

Combatants continue to study Chicago court's decision (Vol. 6:51), each deriving whatever comfort he can from the dicta.

RCA and allies presumably will take their full limit of time in appealing to U.S. Supreme Court. FCC and CBS are waiting for RCA's next move, haven't yet asked courts to lift Chicago court's ban on commercial colorcasts.

Good guess is that it will be May or June before final decision from highest court. By then, everybody expects industry to be devoted largely to military output.

Meanwhile, black-and-white set sales showed unusual post-Xmas vigor -- color

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evidently no depressant. Production lines also continued at top speed (see Trade Reports). If any manufacturers have firm plans for color production, they've certainly quit making a fuss about it.

Color has even lost "scare value" in promoting sales, symptomatic perhaps of lack of public interest. In Buffalo, Budget Furniture Stores advertised:

"Color Television. Scared to buy a TV set today? Because color TV may be here tomorrow? Let us solve your problem..." Company offered to exchange set bought today for color set if color arrived within a year, charging 33¢ rental for each day set was used. Response was "very disappointing," said company spokesman.

* * * *

CBS is still plugging away, despite cries of "academic" on all sides. Most ambitious color program yet will be telecasts of New Year's Day Tournament of Roses in Pasadena, using film flown to New York. Dudley Pictures Corp., Beverly Hills, is shooting the films, will have 3 cameras along route. CBS plans to show films in New York and Philadelphia beginning Jan. 3. CBS doesn't say whether or when it will expand color "network."

CBS also got excited about wholesalers' recommendations to National Production Authority that color set production be banned (Vol. 6:51). President Stanton wired Gen. Harrison, NPA chief, "we believe that it is possible for color TV to gain a start during the current emergency by being given an opportunity to share materials with standard black-and-white TV and other consumer products...If the NPA has the elimination of color TV under consideration, we would greatly appreciate an opportunity to discuss the matter with your representatives."

But NPA has clearly sidestepped issue. In press conference, aide to Gen. Harrison ventured "personal opinion" that color question is academic, that it's "common sense" for manufacturers to concentrate on "established items for which there is an established demand," that set makers will probably tend to concentrate on a few black-and-white models, further precluding color.

* * * *

CBS's newly revealed color-drum development was designed to meet criticism of picture-size limitation -- and did. Drum was used with 17-in. rectangular tube in New York showing to several score newsmen Dec. 26.

As we viewed it, same good quality picture was obtainable as with disc. Only question is: Why did CBS wait so long to develop it, since device has been known for many years and provides an answer to one of the most commonly heard criticisms of CBS color system?

Device has been in works since 1941, said Dr. Peter Goldmark. Regarding patents, he said he believes CBS is covered on drum.

No estimate of drum costs was made. CBS officials obviously still hanker for tri-color tube (it would remove stigma of "mechanical"), said future use of drum for bigger pictures depends on practicality and costs of tri-color tubes.

Drum is 20-in. in diameter, 18-in. wide, has 9 color "panes" (compared with 6 in disc), runs at 960 rpm (1440 for disc), employs 1/10 hp motor. Innards of set weren't shown, so actual mechanics are unknown.

Regarding ruggedness of drum in home use and maintenance problems, Dr. Goldmark said it's still too early to tell from experience, but he saw no reason why it should be more troublesome than disc. Drum diameter need be only about 15% greater than tube length, Dr. Goldmark said, adding that it can be used with 20-in. tube, but mentioning no larger sizes. Drum can't be used to convert existing sets. Of course, "slave" set can employ drum.

Set was console 34-in. high, 27-in. wide. Depth wasn't given, but it looked like 22-24-in. Absence of magnifying lens, along with bigger picture, undoubtedly enhances picture's viewing qualities.

Drum is an old idea. England's Baird is said to have used it many years ago, and RCA first showed it Dec. 13, 1945. In fact, RCA used polaroid filters on drum, at that time, to achieve tri-dimensional color. Equipment is described and pictured in June 1946 RCA Review.

TELECASTERS & EXCESS PROFITS BILL: Excess profits tax bill didn't give telecasters the deferment they asked (Vol. 6:43-49) -- but some of its general relief provisions can be used by some TV operators. According to tax experts who've watched excess profits bill in behalf of TV-radio broadcasters, some of the provisions relating to growth companies (Vol. 6:51), as well as section permitting extremely heavy recent losses to be deducted, for computing earnings in base period, can be used by telecasters. Also believed helpful is proviso granting permission to use return on invested capital (Vol. 6:51).

TBA tax committee hasn't given up hope yet, will try to get more specific relief in next Congress, due to meet Jan. 3. One point it hopes to get into any new bill is permission to deduct TV losses from earnings during base period. (This would aid earnings record of AM-FM-TV operators during 1946-49.)

Telecasters should get copy of Conference Report 3231 for lay explanation of excess profits bill, passed by Senate last week and due for passage by House Jan. 1.

Network Accounts: Liggett & Myers (Fatima cigarettes) Jan. 2 starts sponsoring *The Stork Club* on CBS-TV, Tue. & Thu. 7:45-8 (show currently is carried Mon. thru Fri. 7-7:30) . . . **Army Recruiting Service** Jan. 18 starts sponsoring *Roller Derby* on ABC-TV, Thu. 10-10:30 . . . **Edgewood Shoe Co.** (Friendly Teen shoes) Feb. 13 starts *Going Places with Betty Betz* on ABC-TV, Tue. 7:15-7:30 . . . **Sam Smith Shoe Corp.** (Little Yankee shoes) due Feb. 16 to start *Half Pint Party* on ABC-TV, Wed. & Fri. 4:45-5 . . . **Seeman Bros.** (Airwick) Jan. 20 moves *I Cover Times Square* on ABC-TV from Thu. 10-10:30 to Sat. 12:30-1 p.m. . . . Next *Jack Benny Show* on CBS-TV will be half-hour instead of 45 minutes, **Lucky Strike** sponsoring on an undetermined Sun. 7:30-8 spot in lieu of one of its regular *This Is Show Business* performances . . . **Francis H. Leggett & Co.** (Premier Food products) Jan. 1 extends *Johnny Olsen's Rumpus Room* from WABD to DuMont Network (Eastern segment), Mon.-Fri. 12:30-1.

Station Accounts: To protect against use of station for mail-order selling by unscrupulous promoters, Philadelphia's WFIL-TV has new contract requirement that every product advertised for mail order must be backed by reputation of an established firm or by certificate of approval from a recognized testing laboratory. New companies will be thoroughly investigated . . . It's hard to say whether it betokens a trend—but Cincinnati's WLWT reports that, despite increasing network inroads on afternoon time, 52.4% of its November schedule (averaging 117¼ hours weekly) was devoted to local originations, remainder being 44.1% network, 3.5% relays from WLWT's sister stations in Dayton (WLWD) and Columbus (WLWC). Of local originations, 7% were films, 1.3% remotes. Of total time, 78.8% was commercial . . . New spot business reported by **WCBS-TV, New York,** includes **Cluett-Peabody Co.** (Arrow Shirts) & **Duffy-Mott Co.** (Pomettes), thru Young & Rubicam; **Sweets Co. of America** (Tootsie Roll), thru Moselle & Eisen; **Colgate-Palmolive-Peet Co.** (Kirkman Soap Products), thru Cunningham & Walsh; **National Biscuit Co.**, thru McCann-Erickson; **Schieffelin & Co.** (Pears soap), thru Cowan & Dengler . . . **International Silver Co.** to sponsor *Success Story* on WJZ-TV, New York, Tue. & Thu. 2:15-2:30, starting date not yet set . . . **Max Factor** (cosmetics) sponsoring *Sheilah Graham in Hollywood* on KNBH, Los Angeles, Wed. 12 noon . . . WFIL-TV, Philadelphia, reports **J. Reisman & Sons** (pretzels) sponsoring *Karlos the Magician* Sun. 2-2:15, thru H. M. Dittman Adv. . . . Among sponsors currently reported using or planning to use TV: **National Sugar Refining Co.** (Jack Frost sugar), thru Young & Rubicam, N. Y.; **National Health Products Co.**, Sarasota, Fla. (Marvilizer liquifier), thru Houck & Co., Miami; **Sta Products Corp.** ("Sta-Bo-K" for flowers & "Sta-X-Tree"), thru Jewell Adv. Agency, Oakland, Cal.

Personal Notes: **Robert P. Heller**, CBS director of AM programming, resigns to join Louis Cowan package firm; CBS denies published reports of resignation of **Charles Underhill**, gen. mgr. of TV dept. . . . **Norman Cash** promoted to director of NBC radio station relations under station relations v.p. **Carleton D. Smith**; he succeeds **Easton Woolley**, now executive v.p. of KDYL & KDYL-TV, Salt Lake City . . . **Robert Ballin** quitting as v.p. in charge of Hollywood office of Foote, Cone & Belding to head new creative program dept. for J. Walter Thompson, N. Y. . . . **Irving Collin** named v.p. of S. Duane Lyon Inc. ad agency, handling TV-radio . . . **Harold P. See**, KRON-TV, San Francisco, elected president of local chapter of Academy of TV Arts & Sciences . . . **Robert Meeker**, Robert Meeker Associates, elected 1951 president of National Assn. of Radio Station Representatives, succeeding **Lewis Avery**; other officers: **Max Everett**, Everett-McKinney Inc., v.p.; **Eugene D. Katz**, Katz Agency, secy.; **J. F. Timlin**, Branham, treas. . . . **Arthur C. Schofield**, ex-DuMont, joins Paul H. Raymer Inc. as head of sales promotion-research . . . **Peter Finney**, ex-Kudner, joins Erwin, Wasey as TV-radio account executive for Admiral . . . **Wilson C. Swigart** promoted by A. C. Nielsen Co. to TV-radio production v.p.

Phonevision tests start Jan. 1, more than 2 years after pay-as-you-look idea was first broached by Zenith president E. F. McDonald. Assured 75 Hollywood and European "first-run" films, experiment will be watched with more than casual interest by both TV and movie industries. In fact, Zenith has arranged to furnish film companies weekly reports on what pictures have been ordered, how many times, etc., by the 300 Chicago "guinea pig" families who will pay $1 fee via phone company for each film they order.

New Year's Day starts with three 1948 features: Warner's *April Showers*, with Jack Carson & Ann Sothern; Paramount's *Welcome Stranger*, with Bing Crosby & Barry Fitzgerald; MGM's *Homecoming*, with Clark Gable & Lana Turner. There will be 3 showings daily—at 4, 7, 9 p.m. Pictures will be rotated each of 3 days, so that viewers can see each picture in series of 3 at same time each night. Film companies not participating are 20th Century, Republic, Universal, Columbia.

In statement announcing start of tests, Comdr. McDonald emphasized that Phonevision was to be considered only as a supplement to regular telecasts. Zenith, he said, does not intend to go into entertainment field, although it is interested financially through officers and stockholders in Teco Inc., underwritten through stock sales totaling $1,000,000 (Vol. 6:15, 16, 21, 39, 40).

Meanwhile, WOR-TV, New York, asked FCC to extend experimental grant for continuance of tests of Skiatron system of fee-TV by means of punched cards (Vol. 6:47).

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CPs Outstanding and Applications Pending

Total CPs as of July 15, 1950: 3 Total Applications as of July 15, 1950: 350

STAR (★) and BOLDFACE CAPITAL LETTERS OF CITIES DENOTE HOLDERS OF CPs; ALL OTHERS ARE APPLICANTS ONLY

NOTE: For details about applicants, see issue of TV Addenda or Newsletter indicated; or refer to FCC (BPCT) file by number given (in case of applicants), by TV call letters (in case of grantees). Designations for AM, network and newspaper affiliations, if any, are in boldface. Channel No., visual power, aural power, antenna height above average terrain, are stated in that order. CP date stated is date FCC granted CP. Designations of CP channels are as follows:

Channel No. 2 (54-60 mc)	Channel No. 6 (82- 88 mc)	Channel No. 10 (192-198 mc)
No. 3 (60-66 mc)	No. 7 (174-180 mc)	No. 11 (198-204 mc)
No. 4 (66-72 mc)	No. 8 (180-186 mc)	No. 12 (204-210 mc)
No. 5 (76-82 mc)	No. 9 (186-192 mc)	No. 13 (210-216 mc)

ALABAMA

Birmingham—Birmingham News Co., 2200 Fourth Ave. N. **WSGN (ABC). Birmingham Age-Herald and News.** No. 9, 25.8 kw visual, 12.8 kw aural, [illegible] ft. BPCT-386. TV Addenda 2-G.

ARIZONA

Phoenix—KTAR Broadcasting Co., 116 No. Central Ave. **KTAR (NBC).** No. 4, 15.3 kw visual, 7.65 kw aural, 350 ft. BPCT-409. TV Addenda 3-E

Phoenix—T. M. and J. M. Gibbons, 812 N. Bedford Dr., Beverly Hills, Cal. No. 7, 30 kw visual, 15 kw aural, 1,010 ft. BPCT-575. TV Addenda 4-M

Tucson—Leland Holzer, 5[illegible] S. Vermont Ave., Los Angeles, Cal. No. 6, 20 kw visual, [illegible] kw aural, 611 ft. BPCT-581. TV Addenda 5-A. Note: Also applicant for Boise, Albuquerque, Wichita Falls, Tex.

ARKANSAS

Little Rock—Mid-South Broadcasting Co., 661 Wilder Pl., Shreveport, La., (William Ramsey, administrator of estate of late W. Harry Johnson). No. [illegible], 3.1 kw visual, 1.6 kw aural, 399 ft. BPCT-466. TV Addenda 3-G. Note: Also applicant for Shreveport, Oklahoma City, Memphis, Jackson, Miss.

Little Rock—Southwestern Publishing Co., Lee & McKinley Aves. **Southwestern American and Times Record.** No. 8, 2.77 kw visual, 1.38 kw aural, [illegible] ft. BPCT-525. TV Addenda 4-B. Note: Also applicant for Tulsa, Oklahoma City.

CALIFORNIA

Bakersfield—Paul R. Bartlett, 1420 Truxton Ave. No. 8, 2.47 kw visual, 1.23 kw aural, [illegible] ft. BPCT-476. TV Addenda 3-H.

Bakersfield—Pearl Lemen, [illegible] Truxton Ave. No. 10, 1 kw visual, 1 kw aural, 441 ft. BPCT-[illegible]. TV Addenda 1-A.

Fresno—Donroy Broadcasting Co., 507 S. Flower St., Los Angeles, Cal. No. 4, 15 kw visual, 7.5 kw aural, 218.5 ft. BPCT-384. TV Addenda 2-G.

Fresno—California Inland Broadcasting Co., Patterson Bldg. **KFRE (CBS).** No. [illegible] kw visual, 9 kw aural, 1,931 ft. BPCT-413. TV Addenda [illegible].

Fresno—KARM, The George Elkins Station, 1333 Van Ness Ave. **KARM (ABC).** No. [illegible] kw visual, 10.6 kw aural, 358 ft. BPCT-478. TV Addenda [illegible]. Note: Same principals own KROY, Sacramento. Also applicant for TV.

Fresno—Edward Lasker, [illegible] Sunset Blvd., Los Angeles, Cal. No. 7, 30 kw visual, [illegible] kw aural, 1,183 ft. BPCT-537. TV Addenda 4-C. Note: Also applicant for Denver, Salt Lake City, Seattle and Portland, Ore.

Fresno—McClatchy Broadcasting Co., 1559 Van Ness Ave. **KMJ (NBC).** Fresno Bee. No. [illegible], 28.9 kw visual, 13.45 kw aural, 317 ft. BPCT-44[illegible]. TV Addenda 3-F. Note: Also applicant for Sacramento.

Fresno—Pacific Broadcasting Co., 690 Market St., San Francisco, Cal. (KMNS, San Luis Obispo). No. 4, 13.2 kw visual, 6.93 kw aural, 300 ft. BPCT-[illegible]. TV Addenda 8-I. Note: Also applicant for San Diego.

Fresno—Television Fresno Co., 1307 Security Bldg. No. 2, 14.2 kw visual, 7.09 kw aural, [illegible] ft. BPCT-451. TV Addenda 3-G.

Oakland—KROW Inc., [illegible] Thirteenth St. **KROW.** No. 11, 28.2 kw visual, 14.8 kw aural, [illegible] ft. BPCT-235. TV Addenda 1-B.

Riverside—Broadcasting Corp. of America, Box 987. **KPRO.** No. 6, 1 kw visual, [illegible] watts aural, 44 ft. BPCT-622. TV Addenda 7-L. Note: Same interest applicant for TV in San Jose.

Sacramento—Harmon Inc., Tenth & K Sts. **KROY (CBS).** No. 3, 17 kw visual, [illegible] kw aural, 415 ft. BPCT-485. TV Addenda 3-I. Note: Same principals own KARM, Fresno, also applicant for TV.

Sacramento—McClatchy Broadcasting Co., 911 Seventh St. **KFBK (ABC).** Sacramento Bee. No. 10, 29.3 kw visual, 14.65 kw aural, 263 ft. BPCT-[illegible]. TV Addenda 3-F. Note: Also applicant for Fresno.

Sacramento—Sacramento Broadcasters Inc., 1617 Thirtieth St. **KXOA (MBS).** No. [illegible] kw visual, 7.5 kw aural, 350 ft. BPCT-411. TV Addenda [illegible].

San Diego—Airfan Radio Corp., U. S. Grant Hotel. **KFSD (NBC).** No. 10, 19.8 kw visual, [illegible] kw aural, 436.5 ft. BPCT-313. TV Addenda 2-A.

San Diego—Pacific Broadcasting Co., 690 Market St., San Francisco, Cal. (KMNS, San Luis Obispo). No. 12, 28.3 kw visual, 14.9 kw aural, [illegible] ft. BPCT-635. TV Addenda 8-I. Note: Also applicant for Fresno.

San Diego—Charles E. Salik, [illegible] San Luis Rey, Coronado, Cal. **KCBQ (CBS).** No. [illegible] kw visual, 9.9 kw aural, 500 ft. BPCT-555. TV Addenda [illegible].

San Diego—Television Broadcasting Co., Box 577, La Jolla, Cal. No. 10, 2.67 kw visual, 1.34 kw aural, 565 ft. BPCT-314. TV Addenda 2-A.

San Francisco—Columbia Broadcasting System Inc., 140 Jesse St. **KQW (CBS).** No. 9, 31.4 kw visual, 15.7 kw aural, 1,306 ft. BPCT-372. TV Addenda 2-F. Note: CBS operates WCBS-TV, New York; has 49% interest in KTTV, Los Angeles; has applied for San Francisco, Boston, Chicago.

San Francisco—Don Lee Broadcasting System, 1000 Van Ness Ave. **KFRC (MBS).** No. 2, 32.5 kw visual, 16.25 kw aural, 2,371 ft. BPCT-22. Supplement No. 18. Note: Don Lee operates KTSL, Los Angeles; has San Francisco channel reserved.

San Francisco—Paramount Television Productions Inc., 1501 Broadway, New York City. No. 9, 30.5 kw visual, 15.3 kw aural, 2,523 ft. BPCT-151. TV Addenda 1-G. Note: Paramount operates KTLA, Los Angeles.

San Francisco—Television California, St. Francis Hotel. No. 11, 31.35 kw visual, 15.66 kw aural, 1,235.4 ft. BPCT-375. TV Addenda 2-F.

San Jose—FM Radio & Television Corp., 3654 Main St., Riverside, Cal. **KPRO-FM.** No. 13, 33.2 kw visual, 16.6 kw aural, 2,263 ft. BPCT-374. TV Addenda 2-F.

San Jose—Radio Diablo Inc., 798 San Mateo Ave., San Bruno, Cal. **KSBR-FM, San Bruno.** No. 13, 250 kw visual, 250 kw aural, 3,098 ft. BPCT-368. TV Addenda 2-E.

San Luis Obispo—Valley Electric Co., 851 Higuera St. **KVEC (MBS).** No. 3, 1.74 kw visual, 870 watts aural, 773 ft. BPCT-355. TV Addenda 2-D.

Santa Barbara—Radio KIST Inc., Balboa Bldg. **KIST (NBC).** No. 6, 1.68 kw visual, 840 watts aural, —305 ft. BPCT-574. TV Addenda 4-M.

Santa Barbara—M. R. Schacker, 1319 N. Doheny Drive, Los Angeles. No. 6, 1.5 kw visual, 750 watts aural, 260 ft. BPCT-403. TV Addenda 3-B.

Visalia—Sierra Broadcasting Co., 701 Noble St. No. 10, 30 kw visual, 15 kw aural, 655.3 ft. BPCT-569. TV Addenda 4-K.

COLORADO

Denver—Aladdin Radio & Television Co., 519 Sixteenth St. **KLZ (CBS).** No. 9, 31.6 kw visual, 15.8 kw aural, 922 ft. BPCT-426. TV Addenda 3-D.

Denver—Daniel & Fisher Stores Co., 1601 Arapahoe St. No. 4, 16.3 kw visual, 8.4 kw aural, 147 ft. BPCT-423. Addenda 3-C.

Denver—KMYR Broadcasting Co., 1626 Stout St. **KMYR.** No. 4, 29.6 kw visual, 14.8 kw aural, 403 ft. BPCT-488. Addenda 3-J.

Denver—Alf M. Landon, d/b as Landon Television Broadcast Co., Park Lane Hotel. **KTLN.** No. 5, 16.9 kw visual, 8.5 kw aural, 370 ft. BPCT-391. TV Addenda 3-A.

Denver—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 2, 15 kw visual, 7.5 kw aural, 217 ft. BPCT-526. TV Addenda 4-A. Note: Also applicant for Fresno, Salt Lake City, Seattle and Portland, Ore.

Denver—Gifford Phillips, C. A. Johnson Bldg. **KGMI-CP.** No. 9, 27.9 kw visual, 13.9 kw aural, 314 ft. BPCT-510. TV Addenda 3-L.

Denver—Homer W. Snowden, d/b as Denver Television Co., 1517 Commerce St., Dallas, Tex. No. 2, 25.8 kw visual, 12.9 kw aural, 511 ft. BPCT-432. TV Addenda 3-D. Note: Also applicant for Shreveport, Oklahoma City.

CONNECTICUT

Bridgeport—Yankee Network Inc., Stratford Hotel. **WICC (MBS).** No. 10, 38.25 kw visual, 19.125 kw aural, 637 ft. BPCT-285. TV Addenda 1-I. Note: Operates WNAC-TV, Boston; is applicant for Springfield, Mass.

Hartford—Connecticut Broadcasting Co., 750 Main St. **WDRC (CBS).** No. 10, 20 kw visual, 11.1 kw aural, 768 ft. BPCT-195. Vol. 3:38.

Hartford—Hartford Times Inc., 10 Prospect St. **WTHT (ABC). Hartford Times.** No. 10, 29.1 kw visual, 29.1 kw aural, 833 ft. BPCT-273. TV Addenda 1-H. Note: Same ownership (Gannett newspapers and stations) applicant for Rochester, Elmira, N. Y.

Hartford—Travelers Broadcasting Service Corp., 26 Grove St. **WTIC (NBC).** No. 10, 15 kw visual, 11.65 kw aural, 802 ft. BPCT-193. Vol. 3:37.

Waterbury—Connecticut Radio Foundation Inc., 221 Orange St., New Haven, Conn. No. 12, 29.6 kw visual, 14.8 kw aural, 500 ft. BPCT-456. TV Addenda 3-G.

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CONNECTICUT—(Continued)

Waterbury—Nutmeg State Broadcasting Co., 173 Main St., Danbury, Conn. Owned by **WBRY (CBS)-Waterbury American and Republican; WATR (ABC), Waterbury; and Danbury News-Times (AM-CP—Lee Hat Interests).** No. 12, 27 kw visual, 14.7 kw aural, 790 ft. BPCT-204. TV Addenda 2-C and 2-F.

DELAWARE

Wilmington—Wilmington Tri-State Broadcasting Co. Inc. 414 French St. **WAMS (MBS).** No. 7, 1 kw visual, 600 watts aural, 300 ft. BPCT-593. TV Addenda 6-G.

FLORIDA

★ **JACKSONVILLE**—WJAX-TV, City of Jacksonville, 1 Broadcast Pl. **WJAX (NBC).** No. 2, 15 kw visual, 7.5 kw aural, 500 ft. CP 8-18-48. TV Addenda 3-K. Cited for lack of diligence in construction (TV Addenda 7-E, 7-I). Initial decision granted extension of completion date. FCC general counsel objected. Oral argument heard April 14, 1950. (TV Addenda 10-D, 10-L).

Miami—Fort Industry Co., 1605 Biscayne Blvd., **WGBS (CBS). Miami Beach Star & Sun and Coral Gables Riviera-Times.** No. 2, 46.8 kw visual, 23.4 kw aural, 436 ft. BPCT-228. TV Addenda 1-A. Note: Same interests (Storer) operate WSPD-TV, Toledo; WJBK-TV, Detroit, and WAGA-TV, Atlanta; applicant for Wheeling, W. Va.

Miami—Isle of Dreams Broadcasting Corp., 600 Biscayne Blvd. **WIOD (NBC). Miami Daily News.** No. 5, 23.87 kw visual, 12.65 kw aural, 318 ft. BPCT-237. TV Addenda 1-A. Same interests (Cox) operate WSB-TV, Atlanta, WHIO-TV, Dayton.

Miami—Miami Broadcasting Co., 327 N.E. First Ave. **WQAM (ABC). Miami Herald.** No. 7, 29.9 kw visual, 14.95 kw aural, 328 ft. BPCT-218. See Vol. 3:47. Note: Same interests (Knight newspapers) own 45% of WAKR, Akron, applicant for TV; 42% of WIND, Chicago, co-applicant for TV.

Miami—Miami-Hollywood Television Corp., Great Southern Hotel, Hollywood. **WINZ.** No. 7, 17.7 kw visual, 12.2 kw aural, 502 ft. BPCT-397. TV Addenda 3-B.

Miami—WKAT Inc., 1759 N. Bay Road. **WKAT (MBS).** No. 7, 24.8 kw visual, 12.4 kw aural, 478 ft. BPCT-399. TV Addenda 1-B.

Orlando—Orlando Daily Newspapers Inc., 238 S. Orange Ave. **WHOO (ABC). Orlando Sentinel and Star.** No. 3, 14.3 kw visual, 7.45 kw aural, 534 ft. BPCT-547. TV Addenda 4-E.

Orlando—Sunshine Television Corp., 222 Brightwaters Blvd., St. Petersburg, Fla. No. 10, 3.128 kw visual, 1.564 kw aural, 240 ft. BPCT-550. TV Addenda 4-F.

St. Petersburg—Pinellas Broadcasting Co., 440 First Ave. S. **WTSP (MBS). St. Petersburg Times.** No. 5, 16.8 kw visual, 8.64 kw aural, 417 ft. BPCT-448. TV Addenda 3-F.

Tampa—Gulf Theatres Inc., Strand Theater. No. 2, 15 kw visual, 7.5 kw aural, 540 ft. BPCT-474. TV Addenda 3-H. Note: Owned by United Paramount Theatres Inc., which operates WBKB, Chicago, is also applicant for Boston, Detroit, Des Moines, all in name of subsidiaries.

Tampa—Tampa Times Co., 114 N. Franklin St. **WDAE (CBS). Tampa Times.** No. 4, 22.5 kw visual, 11.25 kw aural, 497.5 ft. BPCT-458. TV Addenda 3-G.

Tampa—Tribune Co., Lafayette & Morgan Sts. **WFLA (NBC). Tampa Tribune.** No. 9, 25.8 kw visual, 12.9 kw aural, 511 ft. BPCT-363. TV Addenda 2-E.

GEORGIA

★ **ATLANTA**—WCON-TV, Atlanta Newspapers Inc., 11 Forsyth St. S.W. **WSB (NBC). Atlanta Journal and Constitution.** No. 2, 4.9 kw visual, 2.5 kw aural, 930 ft. *Requests 50 kw visual, 26.3 kw aural, 931 ft.* BPCT-226. CP 1-8-48. Plan is to use these facilities as WSB-TV, delete present WSB-TV, now operating. Same interests (Cox) operate also WHIO-TV, Dayton, O.; are applicants for Miami (WIOD).

Atlanta—General Broadcasting Co., Box 1233. **WBGE.** No. 11 18.35 kw visual, 9.177 kw aural, 463.4 ft. BPCT-309. TV Addenda 2-A.

Atlanta—Georgia Institute of Technology, 90 Forsyth St. **WGST (MBS).** No. 11, 25.28 kw visual, 12.6 kw aural, 438 ft. BPCT-286. TV Addenda 1-I.

Atlanta—Eurith Dickinson Rivers Jr., c/o Station **WEAS**, Decatur, Ga. No. 8, 27.25 kw visual, 14.35 kw aural, 500 ft. BPCT-266. TV Addenda 1-G.

Augusta—Georgia-Carolina Broadcasting Co., WJBF Bldg. **WJBF (NBC).** No. 6, 1.8 kw visual, 900 watts aural, 459 ft. BPCT-641. TV Addenda 10-N.

Columbus—Georgia-Alabama Broadcasting Corp., 1213½ Broadway. **WGBA (ABC). Columbus Enquirer & Ledger.** No. 3, 1.50 kw visual, 795 watts aural, 598 ft. BPCT-646. TV Addenda 10-T.

Macon—Southeastern Broadcasting Co., 617 Mulberry St. **WMAZ (CBS).** No. 7, 3.08 kw visual, 1.54 kw aural, 214 ft. BPCT-473. TV Addenda 3-H.

IDAHO

Boise—Leland Holzer, 501 S. Vermont Ave., Los Angeles, Cal. No. 6, 20 kw visual, 10 kw aural, 2,961.5 ft. BPCT-582. TV Addenda 5-A. Note: See Tucson, Ariz.

ILLINOIS

Chicago—Columbia Broadcasting System Inc., 410 N. Michigan Ave. **WBBM (CBS).** No. 11, 21 kw visual, 22.2 kw aural, 553 ft. BPCT-190. Vol. 3, No. 31. Note: See also San Francisco.

Chicago—Johnson-Kennedy Radio Corp., 230 N. Michigan Ave. **WIND. Chicago Daily News.** No. 2, 16.5 kw visual, 8.5 kw aural, 520 ft. BPCT-187. Vol. 3, No. 26. Note: See also Miami Broadcasting Co., Miami, Fla.

Chicago—Sun and Times Co., 230 N. Michigan Ave. **WJJD. Chicago Sun and Times.** No. 13, 37.5 kw visual, 31.8 kw aural, 562 ft. BPCT-196. Vol. 3, No. 38. Note: Same interests (Marshall Field) applicant for Seattle (KJR) and Portland, Ore. (KOIN).

Chicago—Zenith Radio Corp., 6001 W. Dickens Ave. **WEFM-FM.** No. 2, 15 kw visual, 7.5 aural, 566 ft. BPCT-322. TV Addenda 2-B.

Moline—Tri-City Telecasting Co., 17 N. State St. No. 9, 2.5 kw visual, 1.25 kw aural, 406 ft. BPCT-629. TV Addenda 8-C.

Quincy—Lee Broadcasting Inc., 510 Main St. **WTAD (CBS).** Lee Syndicate Newspapers. No. 11, 23.6 kw visual, 12.4 aural 934 ft. BPCT-468. TV Addenda 3-G.

Rockford—Rockford Broadcasters Inc., News Tower Bldg. **WROK (ABC). Rockford Star and Register-Republic.** No. 12, 28.7 kw visual, 14.35 kw aural, 357 ft. BPCT-462. TV Addenda 3-G and 5-G.

Springfield—Sangamon Valley Television Corp., 210 Reisch Bldg. **WTAX (CBS) and WSOY (CBS), Decatur.** No. 8, 25.1 kw visual, 12.55 kw aural, 296 ft. BPCT-589. TV Addenda 6-A.

Springfield—WCBS Inc., 523 E. Capitol Ave. **WCVS (ABC). Illinois State Journal and Register.** No. 10, 2.48 kw visual 1.24 kw aural, 423 ft. BPCT-594. TV Addenda 6-G.

Springfield—Trans-American Television Corp., 1420 Walnut St. Philadelphia, Pa. No. 10, 26.2 kw visual, 13.1 kw aural, 500 ft. BPCT-557. TV Addenda 4-H. Note: Also applicant for Evansville, Ind.

INDIANA

Evansville—Trans-American Television Corp., 1420 Walnut St. Philadelphia, Pa. No. 11, 28 kw visual, 14 kw aural, 500 ft. BPCT-559. TV Addenda 4-H. Note: Also applicant for Springfield, Ill.

Fort Wayne—Capehart-Farnsworth Corp. (IT&T), 201 W. Jefferson St. No. 4, 16 kw visual, 10 kw aural, 280.5 ft. BPCT-508. TV Addenda 3-L.

Fort Wayne—Northeastern Indiana Broadcasting Co. Inc., 1335 Lincoln Bank Tower. **WKJG-CP (MBS). Fort Wayne Journal Gazette.** No. 4, 16 kw visual, 8 kw aural, 338 ft. BPCT-518. TV Addenda 3-L.

Fort Wayne—Westinghouse Radio Stations Inc., 925 S. Harrison St. **WOWO (ABC).** No. 2, 15.07 kw visual, 7.53 kw aural, 500 ft. BPCT-596. TV Addenda 6-H. Note: Operates WBZ-TV, Boston; applicant for Pittsburgh and Portland.

Indianapolis—Universal Broadcasting Co. Inc., Board of Trade Bldg. **WISH (ABC).** No. 8, 24.1 kw visual, 12.9 kw aural 440 ft above ground. BPCT-110. TV Addenda 2-A.

Indianapolis—Crosley Broadcasting Corp., 140 W. Ninth St. Cincinnati, O. **WLW, Cincinnati (NBC).** No. 12, 33.4 kw visual, 28.2 kw aural, 426 ft. BPCT-290. TV Addenda 1-I. Note: Operates WLW-T, Cincinnati; WLWC, Columbus and WLWD, Dayton, O.

Indianapolis—Indiana Broadcasting Corp., 30 W. Washington St. **WIBC (MBS). Indianapolis News.** No. 12, 27.8 kw visual 13.9 kw aural, 498 ft. BPCT-328. TV Addenda 2-B.

Indianapolis—Indianapolis Broadcasting Inc., Claypool Hotel **WIRE (NBC). Indianapolis Star.** No. 8, 26.2 kw visual 13.1 kw aural, 457 ft. BPCT-281. TV Addenda 1-H and 5-A

South Bend—South Bend Tribune, 225 W. Colfax Ave. **WSBT (CBS).** No. 13, 27.7 kw visual, 13.8 kw aural, 561 ft. BPCT-242. TV Addenda 1-B.

Terre Haute—Wabash Valley Broadcasting Corp., 120 S. Seventh St. **WTHI (CBS).** No. 4, 15.3 kw visual, 7.65 kw aural, 351 ft. BPCT-627. TV Addenda 8-B.

IOWA

Boone—Boone Broadcasting Co., Box 518. No. 7, 2.5 kw visual 1.25 kw aural, 215 ft. BPCT-608. TV Addenda 7-E.

Cedar Rapids—The Gazette Co., 506 Third Ave., SE. **KCRG (MBS). Cedar Rapids Gazette.** No. 7, 22.1 kw visual, 11.6 kw aural, 350 ft. BPCT-469. TV Addenda 3-G.

Davenport—Davenport Broadcasting Co., 324 Walnut St. **KSTT (MBS).** No. 2, 1.625 kw visual, 813 watts aural, 236 ft BPCT-495. TV Addenda 2-B.

Des Moines—Central Broadcasting Co., 914 Walnut St. **WHO (NBC).** No. 12, 31 kw visual, 15.5 kw aural, 100 ft above ground. BPCT-334. TV Addenda 2-B. Same interests operate WOC-TV, Davenport, Ia.; own 25% of KMTV, Omaha.

Des Moines—Cowles Broadcasting Co., Register & Tribune Bldg. **KRNT (ABC). Des Moines Register & Tribune.** No. 9, 28.5 kw visual, 14.25 kw aural, 632 ft. BPCT-315. TV Addenda 2-A. Note: Same interests applicant for Boston (WCOP)

Des Moines—Independent Broadcasting Co., 500 Banker's Trust Bldg. **KIOA-CP.** No. 5, 23.9 kw visual, 12.6 kw aural, 379 ft. BPCT-287. TV Addenda 1-I.

Des Moines—Murphy Broadcasting Co., Old Colony Bldg. **KSO (CBS).** No. 2, 16.85 kw visual, 8.425 kw aural, 497 ft. BPCT-370. TV Addenda 2-F.

Des Moines—Tri-States Television & Broadcasting Co., Paramount Bldg. No. 2, 16.85 kw visual, 8.425 kw aural, 497 ft BPCT-362. TV Addenda 2-E. Note: Half-owned by United Paramount Theatres Inc., which operates WBKB, Chicago is also applicant for Boston, Detroit, Tampa, all in name of subsidiaries.

Iowa City—State University of Iowa, Iowa Ave. & Dubuque St **WSUI.** No. 11, 32.65 kw visual, 16.13 kw aural, 169.4 ft BPCT-339. TV Addenda 2-C.

Oelwein—Northeast Iowa Radio Corp. No. 6, 1 kw visual, 500 watts aural, 210 ft. BPCT-628. TV Addenda 8-C.

KANSAS

Topeka—Midland Broadcasting Co., Pickwick Hotel, Kansas City, Mo. **KMBC, Kansas City (CBS).** No. 7, 950 watts visual, 425 watts aural, 187 ft. BPCT-358. TV Addenda 2-D Note: Also applicant for Kansas City and St. Joseph, Mo

Topeka—Topeka Broadcasters Association Inc., 1035 Topeka Blvd. **WIBW (CBS). Topeka Capital and State Journal-Capper.** No. 11, 26.3 kw visual, 13.2 kw aural, 441 ft. BPCT-371. TV Addenda 2-E and 5-A. Note: Capper interests also applicants for Kansas City (KCKN).

Wichita—OkeKan Television Chain Inc., 925 Market St., Wilmington, Del. (Lawrence J. Heller, 1703 K St., N.W., Washington, D. C.) No. 4, 15.1 kw visual, 7.78 kw aural, 500 ft BPCT-528. TV Addenda 4-A.

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KENTUCKY

Louisville—Mid-America Broadcasting Corp., 234 Starks Bldg. **WKLO.** No. 13, 27.6 kw visual 13.8 kw aural, 500 ft BPCT-552. TV Addenda 4-F.

LOUISIANA

Baton Rouge—Baton Rouge Broadcasting Co. Inc., 444 Florida St. **WJBO (NBC). Baton Rouge Advocate & State Times.** No. 9, 26.9 kw visual, 13.9 kw aural, 415.6 ft. BPCT-467. TV Addenda 3-G.

New Orleans—Loyola University, Roosevelt Hotel. **WWL (CBS).** No. 4, 29.3 kw visual, 15.6 kw aural, 350 ft. BPCT-359. TV Addenda 2-D.

New Orleans—New Orleans Television Co., 1517 Commerce St., Dallas, Tex. No. 2, 14.385 kw visual, 7.342 kw aural, 505 ft. BPCT-367. TV Addenda 2-E and 5-B. Note: Interlocking ownership with KEYL, San Antonio; same interests applicant for Corpus Christi.

New Orleans—Times-Picayune Publishing Co., 601 North St. **WTPS. New Orleans Times-Picayune.** No. 4, 21.5 kw visual, 18 kw aural, 575 ft. BPCT-648. TV Addenda 10-U.

Shreveport—Ben Beckham d/b as Fairfield Manor Television Co., Box 147. No. 11, 18.25 kw visual, 9.1 kw aural, 514 ft. BPCT-470. TV Addenda 3-H.

Shreveport — International Broadcasting Corp., Commercial Nat'l Bank Bldg. **KWKH (CBS). Shreveport Times.** No. 8, 24 kw visual, 13 kw aural, 600 ft. BPCT-505. TV Addenda 3-K.

Shreveport—Mid-South Broadcasting Co., 661 Wilder Place. (William Ramsey, administrator of estate of late W. Harry Johnson). No. 6, 18.3 kw visual, 9.1 kw aural, 522 ft. BPCT-447. TV Addenda 3-F. Note: Also applicant for Little Rock, Oklahoma City, Memphis, Jackson, Miss.

Shreveport—KTBS Inc., Box 1387. **KTBS (NBC).** No. 4, 14.25 kw visual, 7.66 kw aural, 500 ft. BPCT-464. TV Addenda 3-G.

Shreveport—Homer W. Snowden d/b as Shreveport Television Co., 6336 Richmond St., Dallas, Tex. No. 8, 26.4 kw visual, 13.2 kw aural, 494 ft. BPCT-396. TV Addenda 3-B. Note: Also applicant for Denver and Oklahoma City.

MAINE

Portland—Congress Square Hotel Co., 579 Congress St. **WCSH (NBC).** No. 11, 30.5 kw visual power, 15.25 kw aural, 500 ft. BPCT-518. TV Addenda 3-M.

Portland—Guy Gannett Broadcasting Services, 390 Congress St. **WGAN (CBS).** No. 8, 27.49 kw visual, 13.75 kw aural, 525 ft. BPCT-639. TV Addenda 10-L.

Portland—Oliver Broadcasting Corp., Baxter Blvd. & Forest Ave. **WPOR (ABC).** No. 8, 29.3 kw visual, 15.4 kw aural, 327 ft. BPCT-504. TV Addenda 3-K.

MARYLAND

Cumberland—Cumberland Broadcasting Co., 31 Frederick St. **WTBO (NBC).** No. 2, 1.52 kw visual, 760 watts aural, 1,488 ft. BPCT-561. TV Addenda 4-I.

Cumberland—Tower Realty Co., 222 E. Baltimore St., Baltimore, Md. **WCUM-CP (CBS).** No. 2, 1 kw visual, 500 watts aural, 410 ft. BPCT-500. TV Addenda 3-K.

Frederick—Monocacy Broadcasting Co., E. Church St. **WFMD (CBS).** No. 3, 276 watts visual, 282 watts aural, 987 ft. BPCT-570. TV Addenda 4-K.

Hagerstown—Hagerstown Broadcasting Co. Inc., 33 W. Franklin St. **WJEJ (MBS).** No. 6, 767 watts visual, 384 watts aural, 1,308 ft. BPCT-441. TV Addenda 3-E.

MASSACHUSETTS

Boston—Columbia Broadcasting System Inc., 182 Tremont St. **WEEI (CBS).** No. 9, 26 kw visual, 27.4 kw aural, 504 ft. BPCT-247. TV Addenda 1-C. Note: See also San Francisco, Cal.

Boston—Massachusetts Broadcasting Corp., Copley Plaza Hotel. **WCOP (ABC).** No. 9, 20 kw visual, 10 kw aural, 546 ft. BPCT-219. Vol. 3:47. Note: Same interests (Cowles) applicant for Des Moines.

Boston—Matheson Radio Co. Inc., 5 St. James St. **WHDH. Boston Herald & Traveler.** No. 13, 29 kw visual, 19 kw aural, 493 ft. BPCT-248. TV Addenda 1-C.

Boston—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 13, 22 kw visual, 15.75 kw aural, 480 ft. BPCT-210. Vol. 3:45. Note: See Fall River, Mass.

Boston—New England Theatres Inc., 60 Scollay Square. No. 13, 5.95 kw visual, 1.93 kw aural, 402 ft. BPCT-140. Supplement No. 18. Note: Owned by United Paramount Theatres, Inc., which operates WBKB, Chicago, is also applicant for Detroit, Tampa, Des Moines, all in name of subsidiaries.

Fall River—Fall River Herald News Publishing Co., 207 Pocasset St. **WSAR (MBS). Fall River Herald News.** No. 8, 1 kw visual power, 500 watts aural, 495 ft. BPCT-301. TV Directory No. 2.

Fall River—New England Television Co. Inc., 368 Belmont St. No. 8, 3 kw visual, 1.43 kw aural, 490 ft. BPCT-209. Vol. 3:45. Note: Also applicant for Boston, Kansas City, St. Louis, Buffalo, Worcester, Springfield, Mass.

Holyoke—Hampden-Hampshire Corp., 180 High St. **WHYN (MBS). Holyoke Transcript.** No. 3, 8.5 kw visual, 4.25 kw aural, 1,004.5 ft. BPCT-463. TV Addenda 3-G.

Lawrence—Hildreth & Rogers Co., 278 Essex St. **WLAW (ABC). Lawrence Eagle and Tribune.** No. 6, 15.2 kw visual, 7.84 kw aural, 565 ft. BPCT-415. TV Addenda 3-C.

Lowell—Lowell Sun Publishing Co., 15 Kearney Square. **Lowell Sun.** No. 6, 16.18 kw visual, 8.36 kw aural, 630.5 ft. BPCT-459. TV Addenda 3-G.

New Bedford—E. Anthony & Sons Inc., 2 Market St. **WNBH (ABC). New Bedford Standard-Times.** No. 8, 1 kw visual, 500 watts aural, 500 ft. BPCT-217. Vol. 3:47.

Springfield—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 3, 18 kw visual, 9 kw aural, 502.5 ft above ground. BPCT-278. TV Addenda 1-H. Note: See also Fall River, Mass.

Springfield—Yankee Network Inc., 21 Brookline Ave., Boston, Mass. **WNAC, Boston (MBS).** No. 3, 18.9 kw visual, 10.1 kw aural, 541 ft. BPCT-333. TV Addenda 2-B. Note: Operates WNAC-TV, Boston; applicant for Bridgeport, Conn.

Worcester—New England Television Co., 368 Belmont St., Fall River, Mass. No. 5, 18 kw visual, 9 kw aural, 502.6 ft. BPCT-296. TV Addenda 1-I. Note: See also Fall River, Mass.

Worcester—WTAG Inc., 20 Franklin St. **WTAG (CBS). Worcester Telegram & Gazette.** No. 5, 16.886 kw visual, 8.443 kw aural, 693 ft. BPCT-338. TV Addenda 2-C.

MICHIGAN

Detroit—United Detroit Theatres Corp., 1600 Stroh Bldg. No. 5, 16.4 kw visual, 8.2 kw aural, 538 ft. BPCT-50. Supplement No. 18. Note: Owned by United Paramount Theatres Inc., which operates WBKB, Chicago, is also applicant for Boston, Tampa, Des Moines, all in name of subsidiaries.

Detroit—WJR, The Goodwill Station Inc., 2100 Fisher Bldg. **WJR (CBS).** No. 5, 17.8 kw visual, 8.9 kw aural, 530.5 ft. BPCT-212. Vol. 3:45. Note: Same interests (Richards) applicant for Cleveland (WGAR).

Flint—Advertisers Press Inc., 209 W. First Ave. **WAJL-FM. Flint News-Advertiser (semi-weekly).** No. 11, 2.93 kw visual, 1.47 kw aural, 205 ft. BPCT-346. TV Addenda 2-C.

Flint—Booth Radio & Television Stations Inc., 112 W. Water St. **WBBC (MBS).** No. 11, 2.8 kw visual, 1.4 kw aural, 347 ft. BPCT-393. TV Addenda 3-B. Note: Also applicant for Saginaw.

Grand Rapids—Grandwood Broadcasting Co., 1408 Grand Rapids National Bank Bldg. **WOOD (NBC).** No. 9, 25.86 kw visual, 20.7 kw aural, 486 ft. BPCT-548. TV Addenda 4-F. 50% owned by Harry N. Bitner, owner of WFBM-TV, Indianapolis.

Saginaw—Booth Radio & Television Stations Inc., 600 Buhl Bldg., Detroit, Mich. **WSGW.** No. 8, 2.75 kw visual, 1.38 kw aural, 233 ft. BPCT-609. TV Addenda 7-E. Note: Also applicant for Flint.

Saginaw—Saginaw Broadcasting Co., 610 Eddy Bldg. **WSAM (NBC).** No. 13, 2.55 kw visual, 1.275 kw aural, 389 ft. BPCT-440. TV Addenda 3-E and 5-C.

MINNESOTA

Duluth—Head of the Lakes Broadcasting Co. Inc., WEBC Bldg. **WEBC (NBC). Superior Evening Telegram.** No. 3, 16 kw visual, 8 kw aural, 769 ft. BPCT-621. TV Addenda 7-L. Note: Same interests also applicant for TV in Madison, Wis. (WISC).

Minneapolis—Beck Studios Inc., 1722 Hennepin Ave. No. 7, 18 kw visual, 9 kw aural, 500 ft. BPCT-382. TV Addenda 2-G.

Minneapolis—Independent Merchants Broadcasting Co., 1730 Hennepin Ave. **WLOL (MBS).** No. 7, 25 kw visual, 13 kw aural, 397 ft. BPCT-366. TV Addenda 2-E.

St. Paul—WMIN Broadcasting Co., 1287 St. Anthony Ave. **WMIN.** No. 2, 13.7 kw visual, 6.85 kw aural, 406 ft. BPCT-343. TV Directory No. 2.

MISSISSIPPI

Jackson—Mid-South Broadcasting Co., 661 Wilder Pl., Shreveport, La. (William Ramsey, administrator of estate of late W. Harry Johnson). No. 7, 20.2 kw visual, 14.4 kw aural, 408 ft. BPCT-489. TV Addenda 3-J. Note: Also applicant for Little Rock, Shreveport, Oklahoma City, Memphis.

MISSOURI

Clayton—Lutheran Church-Missouri Synod, 801 De Mun Ave. **KFUO.** No. 2, 980 watts visual, 639 watts aural, 533 ft. BPCT-404. TV Addenda 3-B.

Kansas City—KCKN Broadcasting Co., 501 N. Eighth St., Kansas City, Kan. **KCKN, Kansas City, Kan. Kansas City Kansan-Capper.** No. 2, 15.4 kw visual, 7.7 kw aural, 565 ft. BPCT-312. TV Addenda 2-A. Note: Capper interests also applicant for Topeka (WIBW).

Kansas City—KCMO Broadcasting Co., 922 Walnut St. **KCMO (ABC).** No. 5, 18.1 kw visual, 9.1 kw aural, 407 ft. BPCT-291. TV Addenda 1-I.

Kansas City—Midland Broadcasting Co., Pickwick Hotel. **KMBC (CBS).** No. 7, 20.8 kw visual, 10.4 kw aural, 495 ft. BPCT-292. TV Addenda 1-I. Note: Also applicant for Topeka, Kan.

Kansas City—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 5, 20 kw visual, 10 kw aural, 565 ft. BPCT-267. TV Addenda 1-G. See also Fall River, Mass.

Kansas City—WHB Broadcasting Co., Scarritt Bldg. **WHB (MBS).** No. 5, 18 kw visual, 10 kw aural, 497 ft. BPCT-316. TV Addenda 2-A.

St. Joseph—KFEQ Inc., 109 N. Seventh St. **KFEQ (MBS). St. Joseph News-Press and Gazette.** No. 13, 2.33 kw visual, 1.17 kw aural, 612.8 ft. BPCT-425. TV Addenda 3-D.

St. Louis—KWK Inc., 4965 Lindell Blvd. **KWK (MBS). St. Louis Globe-Democrat.** No. 9, 29.6 kw visual, 15.6 kw aural, 595 ft. BPCT-324. TV Addenda 2-A.

St. Louis—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 4, 20 kw visual, 10 kw aural, 528 ft. BPCT-277. TV Addenda 1-H. Note: See also Fall River, Mass.

St. Louis—St. Louis University, 3642 Lindell Blvd. **WEW.** No. 7, 22.192 kw visual, 23.4 kw aural, 586 ft. BPCT-294. TV Addenda 1-I.

St. Louis—Star-Times Publishing Co., 12th St. & Delmar Blvd. **KXOK (ABC). St. Louis Star-Times.** No. 4, 22.9 kw visual, 11.46 kw aural, 717 ft. BPCT-327. TV Addenda 2-B.

St. Louis—220 North Kingshighway Inc., Park Plaza Hotel. No. 7, 48.6 kw visual, 24.3 kw aural, 509 ft. BPCT-642. TV Addenda 10-0.

NEBRASKA

Lincoln—Inland Broadcasting Co., 672 World Insurance Bldg. **KOLN (MBS).** No. 10, 2.3 kw visual, 1.1 kw aural, 320 ft. BPCT-632. TV Addenda 8-E. Note: Also owns KBON, Omaha.

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NEBRASKA—(Continued)

Omaha—Central States Broadcasting Co., Omaha National Bank Bldg. **KOIL (ABC).** No. 7, 26.2 kw visual, 13.1 kw aural, 578 ft. BPCT-475. TV Addenda 3-H.

Omaha—KFAB Broadcasting Co., 17th & Farnam Sts. **KFAB (CBS). Lincoln (Neb.) State Journal.** No. 7, 24.4 kw visual, 12.7 kw aural, 415 ft. BPCT-390. TV Addenda 3-A.

NEVADA

Reno—J. E. Riley and H. H. Luce d/b as R and L Co., 28 E. First St. No. 7, 30 kw visual, 15 kw aural, 2,775 ft. BPCT-612. TV Addenda 7-H.

NEW HAMPSHIRE

Portsmouth—WHEB Inc., Box 120. **WHEB (MBS).** No. 5, 27.5 kw visual, 14.5 kw aural, 733 ft. BPCT-400. TV Addenda 3-B.

Manchester—Grandview Inc., 155 Front St. No. 12, 10 kw visual, 5 kw aural, 955 ft. BPCT-542. TV Addenda 4-C.

NEW JERSEY

Atlantic City—Atlantic City Television Broadcasting Co., Claridge Hotel. No. 8, 1 kw visual, 1 kw aural, 500 ft. BPCT-323. TV Addenda 2-B. Note: Half-owned by Philco Corp., operator of WPTZ (TV), Philadelphia; applicant for Bethlehem, Pa.

Atlantic City—Neptune Broadcasting Corp., Steel Pier. **WFPG (ABC).** No. 8, 1 kw visual, 500 watts aural, 405 ft. BPCT-269. TV Addenda 1-G.

Atlantic City—Press-Union Publishing Co., 1900 Atlantic Ave. **WBAB (CBS). Atlantic City Press and Union.** No. 8, 1 kw visual, 500 watts aural, 378 ft. BPCT-512. TV Addenda 3-L.

New Brunswick—Home News Publishing Co., 137 Church St. **WDHN-FM. New Brunswick Home News.** No. 8, 540 watts visual, 270 watts aural, 159 ft. (directional antenna). BPCT-597. TV Addenda 6-H.

Trenton—Trent Broadcast Corp., 35 W. State St. **WTTM (NBC).** No. 8, 1 kw visual, 500 watts aural, 252 ft. BPCT-194. Vol. 3:38.

NEW MEXICO

Albuquerque—William J. Baker, 492 W. Englewood Ave., Teaneck, N. J. No. 5, 16.45 kw visual, 8.73 kw aural, 279 ft. BPCT-586. TV Addenda 5-B.

Albuquerque—Leland Holzer, 501 S. Vermont Ave., Los Angeles. Cal. No. 5, 17.5 kw visual, 8.75 kw aural, 3,987 ft. BPCT-583. TV Addenda 5-A. Note: See Tucson, Ariz.

NEW YORK

Albany—Hudson Valley Broadcasting Co. Inc., 204 Washington Ave. **WROW (MBS).** No. 7, 5 kw visual, 2.5 kw aural, 1,171 ft. BPCT-389. TV Addenda 3-A.

Albany—Meredith Champlain Television Corp., 35 State St. No. 11, 12 kw visual, 6.03 kw aural, 864 ft. BPCT-421. TV Addenda 3-C. *New corporation formed to embrace WXKW(AM); Vol. 4, No. 26.* Note: Meredith Publishing Co. operates WHEN, Syracuse, N. Y., applicant for Rochester, N. Y.

Albany—Patroon Broadcasting Co. Inc., 11 N. Pearl St. **WPTR.** No. 9, 29.6 kw visual, 14.8 kw aural, 1,007 ft. BPCT-405. TV Addenda 3-B.

Albany—Van Curler Broadcasting Corp., Palace Theatre Bldg. No. 9, 8 kw visual, 5 kw aural, 1,061 ft. BPCT-408. TV Addenda 3-C.

Buffalo—Buffalo Courier-Express Inc., 23 North St. **WEBR (MBS). Buffalo Courier-Express.** No. 7, 25.6 kw visual, 27.2 kw aural, 500 ft. BPCT-251. TV Addenda 1-C.

Buffalo—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 9, 20 kw visual, 10 kw aural, 515 ft. BPCT-270. TV Addenda 1-G. Note: See also Fall River, Mass.

Buffalo—WGR Broadcasting Corp., Rand Bldg. **WGR (CBS).** No. 9, 30.4 kw visual, 15.2 kw aural, 472 ft. BPCT-329. TV Addenda 2-B.

Buffalo—WKBW Inc., Rand Bldg. **WKBW (ABC).** No. 9, 30.8 kw visual, 15.4 kw aural, 388 ft. BPCT-284. TV Addenda 1-I.

Corning—Corning Leader Inc., 114 Walnut St. **WKNP-FM. Corning Leader.** No. 9, 650 watts visual, 660 watts aural, 595 ft. BPCT-513. TV Addenda 3-L.

Elmira—Elmira Star-Gazette Inc., 201 Baldwin St. **WENY (NBC and MBS). Elmira Advertiser and Star-Gazette.** No. 9, 2.9 kw visual, 1.45 kw aural, 704 ft. BPCT-529. TV Addenda 4-A. Note: Same interests (Gannett) applicants for Hartford, Rochester, N. Y.

Ithaca—Cornell University, Savings Bank Bldg. **WHCU (CBS).** No. 4, 13.6 kw visual, 6.8 kw aural, 847 ft. BPCT-534. TV Addenda 4-B.

Niagara Falls—Niagara Falls Gazette Publishing Co., 310 Niagara St. **WHLD. Niagara Falls Gazette.** No. 9, 23.1 kw visual, 11.65 kw aural, 423 ft. BPCT-376. TV Addenda 2-F.

Rochester—Meredith Publishing Co., Des Moines, Ia. No. 11, 37.6 kw visual, 18.8 kw aural, 465 ft. BPCT-439. TV Addenda 3-E. Note: Meredith operates WHEN, Syracuse, N. Y., is applicant for Albany N. Y.

Rochester—WARC Inc., Sheridan Hotel. **WARC (ABC).** No. 11, 36.1 kw visual, 18.05 kw aural, 534 ft. BPCT-337. TV Addenda 2-C.

Rochester—WHEC Inc., 40 Franklin St. **WHEC (CBS). Rochester Democrat & Chronicle and Times-Union.** No. 2, 22.4 kw visual, 11.2 kw aural, 386 ft. BPCT-326. TV Addenda 2-B. Note: Same interests (Gannett) applicant for Hartford Conn. and Elmira, N. Y.

Troy—Troy Broadcasting Co. Inc., 92 Fourth St. **WTRY (CBS).** No. 9, 10 kw visual, 6.8 kw aural, 924 ft. BPCT-412. TV Addenda 3-C.

NORTH CAROLINA

Asheville—Mary Pickford Rogers, 1143 Summit Dr., Beverly Hills, Cal. No. 5, 17 kw visual, 8.5 aural, 2,276 ft. BPCT-625. TV Addenda 8-A. Note: Also applicant for Durham and Winston-Salem.

Charlotte—Inter-City Advertising Co., 120 E. Third St. **WAYS (ABC and MBS).** No. 11, 2.8 kw visual, 1.4 kw aural, 460 ft. BPCT-344. TV Addenda 2-C. Note: Also applicant for Greensboro, N. C. (see below).

Charlotte—Radio Station WSOC Inc., 1925 N. Tryon St. **WSOC (NBC).** No. 9, 25.5 kw visual, 12.8 kw aural, 443 ft. BPCT-304. TV Directory No. 2.

Charlotte—Surety Broadcasting Co., 112 S. Tryon St. **WIST-FM.** *Interlocking ownership with WIS, Columbia, S. C. (NBC) and WSPA, Spartanburg, S. C. (CBS).* No. 9, 27.805 kw visual, 13.903 kw aural, 442 ft. BPCT-349. TV Addenda 2-C.

Durham—Durham Radio Corp., 138 E. Chapel Hill St. **WDNC (CBS). Durham Herald and Sun.** No. 4, 22.82 kw visual, 11.41 kw aural, 485 ft. BPCT-626. TV Addenda 8-A.

Durham—Mary Pickford Rogers, 1143 Summit Dr., Beverly Hills, Cal. No. 4, 18.5 kw visual, 9.25 kw aural, 500 ft. BPCT-604. TV Addenda 7-C. Note: Also applicant for Asheville and Winston-Salem.

Durham—Harold H. Thoms, 310 E. Main St. **WHHT (MBS).** No. 7, 2.46 kw visual, 1.23 kw aural, 468 ft. BPCT-610. TV Addenda 7-F. Note: Has interest in TV application for Charlotte (WAYS) and Greensboro (WCOG).

Greensboro—Inter-City Advertising Co., 316 S. Green St. **WCOG (ABC).** No. 10, 28.6 kw visual, 14.3 kw aural, 369 ft. BPCT-588. TV Addenda 5-K. Note: Also applicant for Charlotte, N. C. (see above).

High Point—Radio Station WMFR Inc., 164 S. Main St. **WMFR (ABC).** No. 12, 1 kw visual, 691 watts aural, 378.6 ft. BPCT-546. TV Addenda 4-D.

Raleigh—WPTF Radio Co., Insurance Bldg. **WPTF (NBC).** No. 5, 16.6 kw visual, 8.3 kw aural, 621 ft. BPCT-511. TV Addenda 3-L.

Salisbury—Mid-Carolina Broadcasting Co., P. O. Box 99. **WSAT.** No. 4, 14.85 kw visual, 7.42 kw aural, 263 ft. BPCT-613. TV Addenda 7-H.

Winston-Salem—Piedmont Publishing Co., 419 N. Spruce St. **WSJS (NBC). Winston-Salem Journal and Sentinel.** No. 6, 28.4 kw visual, 14.2 kw aural, 356 ft. BPCT-614. TV Addenda 7-H.

Winston-Salem—Mary Pickford Rogers, 1143 Summit Dr., Beverly Hills, Cal., No. 6, 18.5 kw visual, 9.25 kw aural, 500 ft. BPCT-603. TV Addenda 7-C. Note: Also applicant for Asheville and Durham.

OHIO

Akron—Allen T. Simmons, Box 830. **WADC (CBS).** No. 11, 28.35 kw visual, 14.18 kw aural, 372 ft. BPCT-243. TV Addenda 1-B.

Akron—Summit Radio Corp., 106 S. Main St. **WAKR (ABC). Akron Beacon-Journal.** No. 11, 31 kw visual, 16.37 kw aural, 310 ft. BPCT-230. TV Addenda 1-A. Note: See also Miami Broadcasting Co., Miami, Fla.

Bellaire—Tri-City Broadcasting Co., 3266 Guernsey St. **WTRF. Bellaire Times-Leader.** No. 12, 27 kw visual, 13.5 kw aural, 538 ft. BPCT-437. TV Addenda 3-E.

Canton—Brush-Moore Newspapers Inc., 550 Market Ave., S. **WHBC (ABC). Canton Repository.** No. 7, 24 kw visual, 12.6 kw aural, 442 ft. BPCT-264. TV Addenda 1-F.

Cincinnati—Allen B. DuMont Laboratories Inc., 515 Madison Ave., New York City. No. 2, 31.2 kw visual, 33.7 kw aural, 522 ft. BPCT-163. Supplement No. 18. Note: Operates WABD, New York City; WTTG, Washington; WDTV, Pittsburgh; applicant for Cleveland.

Cleveland—Allen B. DuMont Laboratories Inc., 515 Madison Ave., New York City. No. 2, 14.9 kw visual, 7.47 kw aural, 786 ft. BPCT-161. Supplement No. 18. Note: Operates WABD, New York City, WTTG, Washington and WDTV, Pittsburgh; applicant also for Cincinnati.

Cleveland—Cleveland Broadcasting Inc., 1708 Union Commerce Bldg. **WERE-FM.** No. 2, 15.5 kw visual, 7.79 kw aural, 636 ft. BPCT-279. TV Addenda 1-I.

Cleveland—United Broadcasting Co., Terminal Tower. **WHK (MBS). Cleveland Plain Dealer and News.** No. 7, 27 kw visual, 13.8 kw aural, 685 ft. BPCT-216. Vol. 3:46. Note: Same interests hold 40% in WKBN, Youngstown, O., also applicant for TV.

Cleveland—WGAR Broadcasting Co., Hotel Statler. **WGAR (CBS).** No. 7, 11 kw visual, 6.58 kw aural, 568 ft. BPCT-214. Vol. 3:45. Note: Same interests (Richards) applicant for Detroit (WJR).

Cleveland—WJW Inc., 1375 Euclid Ave. **WJW (ABC).** No. 2, 14.3 kw visual, 7.88 kw aural, 595 ft. BPCT-250. TV Addenda 1-C.

Hamilton—Condo, Holbrock & Smith, 828 Rentschler Bldg. No. 2, 26.68 kw visual, 13.34 kw aural, 427 ft. BPCT-650. TV Addenda 10-Z.

Toledo—Community Broadcasting Co., Bell Bldg. **WTOL (ABC).** No. 3, 16.7 kw visual, 8.4 kw aural, 500 ft. BPCT-590. TV Addenda 6-D.

Toledo—Maumee Valley Broadcasting Co., 902 Toledo Trust Bldg. No. 11, 17.66 kw visual, 8.83 kw aural, 520 ft. BPCT-303. TV Directory No. 2.

Toledo—Toledo Blade Co., 533 Superior St. **Toledo Blade-Paul Block Newspapers.** No. 10, 31.8 kw visual, 17 kw aural, 439 ft. BPCT-262. TV Addenda 1-E. See also Pittsburgh, Pa.

Youngstown—Mansfield Radio Co., 100 Wick Bldg. No. 13, 20 kw visual, 10 kw aural, 512.5 ft. BPCT-295. TV Addenda 1-I and 4-H.

Youngstown—Vindicator Printing Co., Vindicator Square. **WFMJ (ABC). Youngstown Vindicator.** No. 13, 23.6 kw visual, 26.2 kw aural, 700 ft above ground. BPCT-259. TV Addenda 1-E.

Youngstown—WKBN Broadcasting Corp., 17 N. Champion St. **WKBN (CBS).** No. 13, 23.4 kw visual, 11.7 kw aural, 509 ft. BPCT-275. TV Addenda 1-H. Note: See also WHK, Cleveland.

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OKLAHOMA

Oklahoma City—Mid-South Broadcasting Co., 661 Wilder Place, Shreveport, La. (William Ramsey, administrator of estate of late W. Harry Johnson). No. 5, 16.6 kw visual, 8.3 kw aural, 482 ft. BPCT-454. TV Addenda 3-G. Note: Also applicant for Little Rock, Shreveport, Memphis, Jackson, Miss.

Oklahoma City—KOMA Inc., 228 W. Grand St. **KOMA (CBS).** No. 5, 17.3 kw visual, 8.65 kw aural, 490 ft. BPCT-539. TV Addenda 4-C. Note: Same interests applicant for Tulsa (KTUL).

Oklahoma City—Homer W. Snowden d/b as Oklahoma City Television Co., 6336 Richmond St., Dallas, Tex. No. 9, 29.5 kw visual, 14.7 kw aural, 462 ft. BPCT-491. TV Addenda 3-J. Note: Also applicant for Denver and Shreveport.

Oklahoma City—Southwestern Publishing Co., 920 Rogers Ave., Fort Smith, Ark. **Southwestern American and Times-Record.** No. 9, 29.52 kw visual, 14.9 kw aural, 525 ft. BPCT-497. TV Addenda 3-K. Note: Also applicant for Little Rock and Tulsa.

Tulsa—E. C. Lawson d/b as Tulsa Television Co., c/o J. Edward Johnson, Brownwood, Tex. No. 10, 18.3 kw visual, 9.1 kw aural, 498 ft. BPCT-499. TV Addenda 3-K. Note: Also applicant for Wichita Falls, Tex.

Tulsa—Public Radio Corp., 412 E. Fifth St. **KAKC.** No. 10, 26.9 kw visual, 13.5 kw aural, 369 ft. BPCT-479. TV Addenda 3-H and 3-I.

Tulsa—Southwestern Publishing Co., 920 Rogers Ave., Fort Smith, Ark. **Southwestern American and Times-Record.** No. 8, 24.13 kw visual, 12.7 kw aural, 520 ft. BPCT-428. TV Addenda 3-D. Note: Also applicant for Little Rock and Oklahoma City.

Tulsa—Southwestern Sales Corp., Philtower Bldg. **KVOO (NBC).** No. 8, 31 kw visual, 15.3 kw aural, 396 ft. BPCT-530. TV Addenda 4-A.

Tulsa—Tulsa Broadcasting Co., 1850 S. Boulder St. **KTUL (CBS).** No. 8, 18.5 kw visual, 9.25 kw aural, 263 ft. BPCT-517. TV Addenda 3-M. Note: Same interests applicant for Oklahoma City (KOMA).

OREGON

Portland—KOIN Inc., New Heathman Hotel. **KOIN (CBS).** No. 8, 22.2 kw visual, 11.7 kw aural, 1,401 ft. BPCT-493. TV Addenda 3-J. Note: See also Sun and Times Co., Chicago.

Portland—KPOJ Inc., 919 S. W. Taylor St. **KPOJ (MBS). Portland Oregon Journal.** No. 12, 2.84 kw visual, 1.42 kw aural, 1,037 ft. BPCT-509. TV Addenda 3-L.

Portland—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 10, 30 kw visual, 15 kw aural, 2,768 ft. BPCT-538. TV Addenda 4-C. Note: Also applicant for Denver, Salt Lake City, Seattle, Fresno, Cal.

Portland—Oregonian Publishing Co., 615 S. W. Alder St. **KGW (NBC). Portland Oregonian.** No. 6, 10 kw visual, 11.2 kw aural, 984 ft. BPCT-431. TV Addenda 3-D.

Portland—Westinghouse Radio Stations Inc., 815 W. Yamhill. **KEX (ABC).** No. 3, 13 kw visual, 6.5 kw aural, 974 ft. BPCT-494. TV Addenda 3-J. Note: Operates WBZ-TV, Boston; applicant for Pittsburgh and Fort Wayne.

PENNSYLVANIA

Allentown—Lehigh Valley Television Inc., 39 N. Tenth St. **WSAN (NBC). Allentown Call and Chronicle.** No. 8, 440 watts visual, 324 watts aural, 727 ft. *Proposes to share time with Easton Publishing Co., Easton, Pa.* BPCT-232. TV Addenda 1-A.

Allentown—Penn-Allen Broadcasting Co., Masonic Temple Bldg. **WFMZ-FM.** No. 8, 376 watts visual, 188 watts aural, 773 ft. BPCT-486. TV Addenda 3-I.

Altoona—Central Pennsylvania Corp., 6 Leitzell Bldg., State College, Pa. No. 9, 3.11 kw visual, 1.55 kw aural, 1,095 ft. BPCT-519. TV Addenda 3-M. Note: Also applicant for Williamsport, Pa.

Altoona—Gable Broadcasting Co., 1320 Eleventh Ave. **WFBG (NBC).** No. 9, 7 kw visual, 3.5 kw aural, 1,048 ft. BPCT-543. TV Addenda 4-D.

Bethlehem—Philco Television Broadcasting Corp., Tioga & C Sts., Philadelphia, Pa. No. 8, 2.59 kw visual, 1.6 kw aural, 829 ft. BPCT-263. TV Addenda 1-F. Note: Operates WPTZ (TV), Philadelphia. Note: Half-owner of Atlantic City Television Broadcasting Co.; applicant for Atlantic City.

Easton—Easton Publishing Co., 30 N. Fourth St. **WEEX-FM. Easton Express.** No. 8, 450 watts visual, 450 watts aural, 753 ft. BPCT-261. TV Addenda 1-E. *Proposes to share time with Lehigh Valley Broadcasting Co., Allentown, Pa.*

Erie—Presque Isle Broadcasting Co., 121 W. 10th St. **WERC (NBC).** No. 3, 1 kw visual, 820 watts aural, 431 ft. BPCT-531. TV Addenda 4-A.

Harrisburg—WABX Inc., 40 Taylor Blvd. **WABX-FM.** No. 8, 3.1 kw visual, 1.86 kw aural, 310 ft. BPCT-201. Vol. 3:42.

Harrisburg—WHP Inc., Telegraph Bldg. **WHP (CBS). Harrisburg Telegraph.** No. 8, 1.4 kw visual, 700 watts aural, 920 ft. BPCT-192. Vol. 3:37.

Hazleton—Hazleton Broadcasting Co., W. Broad & Laurel Sts. **WAZL (NBC and MBS).** No. 2, 210 watts visual, 105 watts aural, 677 ft. BPCT-481. TV Addenda 3-I. Note: Interlocking ownership with WMGW, Meadville, Pa., also TV applicant.

Meadville—Meadville Broadcasting Service Inc., First National Bank Bldg. **WMGW.** No. 13, 2.5 kw visual, 1.23 kw aural, 580 ft. BPCT-523. TV Addenda 3-M. Note: Interlocking ownership with WAZL, Hazleton, Pa., also TV applicant.

Philadelphia—Daily News Television Inc., 1425 Walnut St. **WIBG and Philadelphia Daily News.** No. 12, 19.4 kw visual, 9.73 kw aural, 525 ft. BPCT-119. Vol. 3:9.

Philadelphia—Pennsylvania Broadcasting Co., 35 S. Ninth St. **WIP (MBS).** No. 12, 28.8 kw visual, 14.4 kw aural, 488 ft. BPCT-185. Vol. 3:18.

Pittsburgh—Allegheny Broadcasting Corp., Chamber of Commerce Bldg. **KQV (MBS).** No. 8, 30.8 kw visual, 16.2 kw aural, 489.5 ft. BPCT-147. Vol. 3:46.

Pittsburgh—Matta Broadcasting Co., 1233 Braddock Ave., Braddock, Pa. **WLOA, Braddock.** No. 10, 27.6 kw visual, 13.8 kw aural, 546 ft. BPCT-482. TV Addenda 3-I.

Pittsburgh—Pittsburgh Radio Supply House Inc., 10th St. & Pennsylvania Ave. **WJAS (CBS).** No. 10, 26.6 kw visual, 13.3 kw aural, 444 ft. BPCT-345. TV Addenda 2-C.

Pittsburgh—United Broadcasting Corp., 1130 Oliver Bldg. No. 10, 31 kw visual, 16.3 kw aural, 265 ft. BPCT-276. TV Addenda 1-H.

Pittsburgh—WCAE Inc., William Penn Hotel. **WCAE (ABC). Pittsburgh Sun-Telegraph-Hearst.** No. 10, 14.5 kw visual, 12 kw aural, 804 ft. BPCT-293. TV Addenda 1-I. Note: Same interests (Hearst) operate WBAL-TV, Baltimore; applicant for Milwaukee.

Pittsburgh—Westinghouse Radio Stations Inc., Grant Bldg. **KDKA (NBC).** No. 6, 24.9 kw visual, 24.9 kw aural, 670 ft. BPCT-221. Vol. 3:47. Note: Operates WBZ-TV, Boston; applicant for Portland, Ore. and Fort Wayne.

Pittsburgh—WWSW Inc., 212 Wood St. **WWSW. Pittsburgh Post-Gazette-Paul Block Newspapers.** No. 10, 23.8 visual, 11.9 kw aural, 721 ft. BPCT-254. TV Addenda 1-D. See also Toledo, O.

Reading—Eastern Radio Corp., Berkshire Hotel. **WHUM (CBS).** No. 5, 630 watts visual, 330 watts aural, 632 ft. BPCT-268. TV Addenda 1-G.

Reading—Hawley Broadcasting Co., 533 Penn St. **WEEU (ABC). Reading Eagle.** No. 5, 400 watts visual, 338 watts aural, 739 ft. BPCT-239. TV Addenda 1-B.

Scranton—Appalachian Co., 519 Mulberry St. No. 7, 2.78 kw visual, 1.46 kw aural, 841 ft. BPCT-506. TV Addenda 3-K.

Scranton—Scranton Times, 149 Penn Ave. **WQAN.** No. 11, 2.61 kw visual, 1.31 kw aural, 1,201 ft. BPCT-602. TV Addenda 7-A.

Wilkes-Barre—Louis G. Baltimore, 62 S. Franklin St. **WBRE (NBC).** No. 11, 4.5 kw visual, 2.5 kw aural, 1,230 ft. BPCT-134. Vol. 3:39.

Wilkes-Barre—Wyoming Valley Broadcasting Co., Second Nat'l Bank Bldg. **WILK-CP (ABC).** No. 11, 8 kw visual, 8 kw aural, 1,011.5 ft. BPCT-231. TV Addenda 1-A.

Williamsport—Central Pennsylvania Corp., 6 Leitzell Bldg., State College, Pa. No. 13, 3.64 kw visual, 1.82 kw aural, 1,291 ft. BPCT-520. TV Addenda 3-M. Note: Also applicant for Altoona, Pa.

Williamsport—WRAK Inc., 244 W. Fourth St. **WRAK (NBC). Williamsport Gazette & Bulletin.** No. 13, 3.13 kw visual, 1.57 kw aural, 558 ft. BPCT-521. TV Addenda 3-M.

York—Helm Coal Co., 25 S. Duke St. **WNOW.** No. 8, 700 watts visual, 488.4 watts aural, 549 ft. BPCT-356. TV Addenda 2-D.

York—Susquehanna Broadcasting Co., 47 E. Market St. **WSBA (ABC).** No. 8, 775 watts visual, 388 watts aural, 558 ft. BPCT-302. TV Directory No. 2.

RHODE ISLAND

Providence—Cherry & Webb Broadcasting Co., 15 Chestnut St. **WPRO (CBS).** No. 13, 50 kw visual, 23 kw aural, 616 ft. BPCT-223. Vol. 3:48. *Channel requested from Boston assignment.*

SOUTH CAROLINA

Greenville—Greenville News-Piedmont Co., 305 S. Main St. **WFBC (NBC). Greenville News and Piedmont.** No. 10, 27.8 kw visual, 13.9 kw aural, 1,187 ft. BPCT-541. TV Addenda 4-C.

SOUTH DAKOTA

Sioux Falls—Midcontinent Broadcasting Co., Eighth St. & Phillips Ave. **KELO (NBC).** No. 11, 23.8 kw visual, 11.9 kw aural, 503 ft. BPCT-645. TV Addenda 10-S.

TENNESSEE

Chattanooga—Charles S. Cornell, 9909 Sunset Blvd., Beverly Hills, Cal. No. 10, 30 kw visual, 15 kw aural, 1,050 ft. BPCT-617. TV Addenda 7-K. Note: Also applicant for Knoxville and Nashville.

Knoxville—Charles S. Cornell, 9909 Sunset Blvd., Beverly Hills, Cal. No. 8, 30 kw visual, 15 kw aural, 497 ft. BPCT-616. TV Addenda 7-K. Note: Also applicant for Chattanooga and Nashville.

Knoxville—Scripps-Howard Radio Inc., 110 S. Gay St. **WNOX (CBS).** No. 6, 18 kw visual, 9 kw aural, 835 ft. BPCT-630. TV Addenda 8-D. Note: Operates also WCPO-TV, Cincinnati, WEWS, Cleveland, and has controlling interest in WMCT (TV), Memphis.

Memphis—Bluff City Broadcasting Co., N. University & Hubert Sts. **WDIA.** No. 5, 14.4 kw visual, 7.2 kw aural, 380 ft. BPCT-206. Vol. 3:43.

Memphis—Harding College, 139 S. Main St. **WHBQ (MBS).** No. 2, 15 kw visual, 7.5 kw aural, 302 ft. BPCT-563. TV Addenda 4-J.

Memphis—Mid-South Broadcasting Co., 661 Wilder Pl., Shreveport, La. (William Ramsey, administrator of estate of late W. Harry Johnson). No. 9, 19.2 kw visual, 13.7 kw aural, 513 ft. BPCT-465. TV Addenda 3-G. Note: Also applicant for Little Rock, Shreveport, Oklahoma City, Jackson, Miss.

Memphis—WMPS Inc., Columbian Mutual Tower. **WMPS (ABC).** No. 9, 25.8 kw visual, 12.9 kw aural, 420 ft. BPCT-514. TV Addenda 3-L.

Memphis—Hoyt B. Wooten d/b as WREC Broadcasting Service, Peabody Hotel. **WREC (CBS).** No. 7, 24 kw visual, 12 kw aural, 435 ft. BPCT-452. TV Addenda 3-G.

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TENNESSEE—(Continued)

★ **NASHVILLE**—WSM-TV, WSM Inc., 27th Ave. & Union St. **WSM (NBC).** No. 4, 14.4 kw visual, 7.2 kw aural, 755 ft. CP 7-29-48. TV Addenda 3-F. *Requests 23.7 kw visual, 11.85 kw aural power. (TV Addenda 10-A).*

Nashville—Capitol Broadcasting Co., American National Bank Bldg. **WKDA.** No. 9, 28.6 kw visual, 14.3 kw aural, 290 ft. BPCT-507. TV Addenda 3-L.

Nashville—Charles S. Cornell, 9909 Sunset Blvd., Beverly Hills, Cal. No. 2, 16.2 kw visual, 8.1 kw aural, 407 ft. BPCT-611. TV Addenda 7-F. Note: Also applicant for Knoxville and Chattanooga.

Nashville—J. T. Ward d/b as WLAC Broadcasting Service, Third National Bank Bldg. **WLAC (CBS).** No. 7, 16 kw visual, 14.2 kw aural, 746 ft. BPCT-540. TV Addenda 4-C.

Nashville—WSIX Broadcasting Station, Nashville Trust Bldg. **WSIX (ABC).** No. 5, 17.1 kw visual, 8.86 kw aural, 744 ft. BPCT-532. TV Addenda 4-A.

TEXAS

Abilene—Abilene Television Co., 1434 M & W Tower. Dallas, Tex. No. 11, 2.73 kw visual, 1.36 kw aural, 386 ft. BPCT-618. Note: TV Addenda 7-L. Also applicant for Midland and San Angelo, Tex.

Amarillo—C. C. Woodson d/b as Amarillo Television Co., 1517 Commerce St., Dallas Tex. Publisher of Brownwood Bulletin, Del Rio News Herald and other newspapers. No. 5, 1.85 kw visual, 925 watts aural, 449 ft. BPCT-353. TV Addenda 2-D. Note: Also applicant for Austin, Lubbock, Waco.

Amarillo—Glenn Terry, Watt W. Winn, Warren E. Massey and Dave C. Edwards d/b as Amarillo Television Co. Cliff Towers, Dallas. No. 5, 1.95 kw visual, 970 watts aural, 442 ft. BPCT-638. TV Addenda 9-B. Note: Also applicants for Lubbock.

Austin—Texas Telenet System Inc., 513 Capital National Bank Bldg. No. 10, 27.54 kw visual, 13.77 kw aural, 352 ft. BPCT-566. TV Addenda 4-J. Note: Also applicant for San Antonio, Corpus Christi, Fort Worth, Waco.

Austin—C. C. Woodson d/b as Austin Television Co., 1517 Commerce St., Dallas, Tex. No. 8, 4.25 kw visual, 2.17 kw aural, 455 ft. BPCT-351. TV Addenda 2-D. Note. See also Amarillo.

Beaumont—Loula Mae Harrison and A. W. Smith, d/b as Beaumont Television Co., 1434 M & W Tower Bldg., Dallas, Tex. No. 8, 2.8 kw visual, 1.4 kw aural, 373 ft. BPCT-636. TV Addenda 9-A.

Beaumont—Lufkin Amusement Co., Keltys, Tex. No. 10, 28.4 kw visual, 14.2 kw aural, 485 ft. BPCT-545. TV Addenda 4-D.

Beaumont—Sabine Television Corp., 1210 Texas Bank Bldg. No. 3, 13.2 kw visual, 6.6 kw aural, 543 ft. BPCT-598. TV Addenda 6-J.

Brownsville—Thomas O. Payne d/b as Brownsville Television Co., 3323 Tangley Rd., Houston, Tex. No. 7, 2.66 kw visual, 1.33 kw aural, 461 ft. BPCT-573. TV Addenda 4-M.

Corpus Christi—Corpus Christi Television Co., 1517 Commerce St., Dallas, Tex. No. 6, 19.7 kw visual, 9.8 kw aural, 417 ft. BPCT-416. TV Addenda 3-C. Note: Interlocking ownership with KEYL, San Antonio; applicant for New Orleans.

Corpus Christi—Texas Telenet System Inc., 513 Capital National Bank Bldg., Austin, Tex. No. 3, 16.46 kw visual, 8.23 kw aural, 493 ft. BPCT-567. TV Addenda 4-J. Note: Also applicant for Austin, Fort Worth, San Antonio, Waco.

Dallas—L. F. Carrigan d/b as Texas Television, 2206 Mercantile Bank Bldg. No. 10, 30.24 kw visual, 15.925 kw aural, 415 ft. BPCT-239. TV Addenda 1-B.

Dallas—City of Dallas, Municipal Radio Bldg. **WRR (MBS).** No. 10, 24.84 kw visual, 12.42 kw aural, 564 ft. BPCT-357. TV Addenda 2-D.

Dallas—W. W. Lechner d/b as Lechner Television Co., 1302 Kirby Bldg. No. 11, 20.3 kw visual, 14.5 kw aural, 483 ft. BPCT-600. TV Addenda 6-K.

Dallas—Variety Broadcasting Co. Inc., 1401 S. Akaro St. **KIXL.** No. 2, 16.53 kw visual, 8.27 kw aural, 507 ft. BPCT-265. TV Addenda 1-G.

El Paso—Claude H. Craig, 8570 Hollywood Blvd., Los Angeles, Cal. No. 5, 16.5 kw visual, 8.25 kw aural, 461 ft. BPCT-576. TV Addenda 5-A.

El Paso—Clyde Weatherby d/b as El Paso Television Co., Hamilton, Tex. No. 7, 2.94 kw visual, 1.47 kw aural, 877 ft. BPCT-585. TV Addenda 5-A.

Fort Worth—Texas State Network Inc., 1201 W. Lancaster Ave. **KFJZ (MBS).** No. 2, 14.2 kw visual, 7.3 kw aural, 518 ft. BPCT-571. TV Addenda 4-K. Note: Also applicant for San Antonio.

Fort Worth—Texas Telenet System Inc., 513 Capital National Bank Bldg., Austin, Tex. No. 10, 25.16 kw visual, 12.58 kw aural, 504 ft. BPCT-605. TV Addenda 7-D. Note: Also applicant for Austin, Corpus Christi, San Antonio and Waco.

Galveston—R. Lee Kempner, d/b as Galveston Television Co., 1702 Broadway. No. 9, 2.64 kw visual, 1.32 kw aural, 470 ft. BPCT-633. TV Addenda 8-F.

Harlingen—Leo E. Owens d/b as Harlingen Television Co., Box 511. **KVKO-FM. Harlingen Valley Morning Star.** No. 9, 2.81 kw visual, 1.41 kw aural, 459 ft. BPCT-562. TV Addenda 4-I.

Houston—W. W. Lechner d/b as Lechner Television Co., 1302 Kirby Bldg., Dallas, Tex. No. 4, 15 kw visual, 7.5 kw aural, 474 ft. BPCT-599. TV Addenda 6-K.

Houston—Roy Hofheinz d/b as Texas Television Co., Southern Standard Bldg. **KTHT (MBS).** No. 7, 19.2 kw visual, 19.2 kw aural, 498.5 ft. BPCT-271. TV Addenda 1-G.

Houston—KTRH Broadcasting Co., Rice Hotel. **KTRH (CBS). Houston Chronicle.** No. 5, 17.9 kw visual, 8.9 kw aural, 454 ft. BPCT-308. TV Addenda 2-A.

Houston—Shamrock Broadcasting Co., Shell Bldg. **KXYZ (ABC)** No. 7, 30.4 kw visual, 15.2 kw aural, 502.5 ft. BPCT-319. TV Addenda 2-A.

Longview—Arlington James Henry d/b as East Texas Television Co., Route 3. No. 5, 1 kw visual, 760 watts aural, 439 ft BPCT-607. TV Addenda 7-D.

Lubbock—C. C. Woodson d/b as Lubbock Television Co., 1517 Commerce St., Dallas, Tex. No. 3, 1.85 kw visual, 950 watts aural, 374 ft. TV Addenda 3-J. Note: See also Amarillo.

Lubbock—Glenn Terry, Watt W. Winn, Warren E. Massey and Dave C. Edwards d/b as Lubbock Television Co. Cliff Towers, Dallas. No. 6, 1.95 kw visual, 970 watts aural, 376 ft. BPCT-637. TV Addenda 9-B. Note: Also applicants for Amarillo.

McAllen—Max Lutz, d/b as McAllen Television Co. No. 12, 2.73 kw visual, 1.36 kw aural, 415 ft. BPCT-631. TV Addenda 8-D

Midland—Midland Television Co., 1434 M & W Tower, Dallas, Tex. No. 7, 2.56 kw visual, 1.28 kw aural, 432.5 ft. BPCT-619 TV Addenda 7-L. Note: Also applicant for Abilene and San Angelo, Tex.

San Angelo—San Angelo Television Co., 1434 M & W Tower, Dallas, Tex. No. 8, 2.6 kw visual, 1.3 kw aural, 409.6 ft BPCT-620. TV Addenda 7-L. Note: Also applicant for Abilene and Midland, Tex.

San Antonio—Howard Davis tr/as Walmac Co., National Bank of Commerce Bldg. **KMAC (MBS).** No. 9, 22.713 kw visual 11.357 kw aural, 587 ft. BPCT-429. TV Addenda 3-D.

San Antonio—Express Publishing Co., Ave. E & Third St **KYFM-FM. San Antonio Express and News.** No. 7, 26.24 kw visual, 13.12 kw aural, 342.8 ft. BPCT-427. TV Addenda 3-D Note: Purchase of KTSA (AM) pending FCC approval (TV Addenda 7-G).

San Antonio—Eugene J. Roth tr/as Mission Broadcasting Co., 317 Arden Grove. **KONO.** No. 12, 21.94 kw visual, 10.97 kw aural, 463 ft. BPCT-535. TV Addenda 4-B.

San Antonio—Texas Telenet System Inc., 513 Capital National Bank Bldg., Austin, Tex. No. 2, 14.68 kw visual, 7.2 kw aural, 510 ft. BPCT-568. TV Addenda 4-J. Note: Also applicant for Austin, Fort Worth, Corpus Christi, Waco

San Antonio—Texas State Network Inc., 1201 W. Lancaster Ave., Fort Worth, Tex. **KABC (ABC).** No. 2, 13.5 kw visual, 6.9 kw aural, 472 ft. BPCT-572. TV Addenda 4-K. Note: Also applicant for Fort Worth, Tex.

Sherman—Sherman Television Co., 1434 M & W Tower Bldg., Dallas, Tex. No. 6, 1.84 kw visual, 920 watts, 466 ft. BPCT-623. TV Addenda 8-A.

Tyler—Tyler Broadcasting Co., 613 Peoples National Bank Bldg No. 9, 1 kw visual, 500 watts aural, 395 ft. BPCT-564. TV Addenda 4-J.

Waco—C. C. Woodson d/b as Waco Television Co., 1517 Commerce St., Dallas, Tex. No. 6, 2.3 kw visual, 1.15 kw aural, 353.5 ft. BPCT-331. TV Addenda 2-C. Note: See also Amarillo.

Waco—Texas Telenet System Inc., 513 Capital National Bank Bldg., Austin, Tex. No. 3, 16.46 kw visual, 8.23 kw aural 511 ft. BPCT-606. TV Addenda 7-D. Note: Also applicant for Austin, Corpus Christi, Fort Worth and San Antonio

Wichita Falls—Leland Holzer, 501 S. Vermont Ave., Los Angeles, Cal. No. 10, 30 kw visual, 15 kw aural, 199 ft. BPCT-584. TV Addenda 5-A. Note: See Tucson, Ariz.

Wichita Falls—E. C. Lawson d/b as Wichita Falls Television Co., 1517 Commerce St., Dallas, Tex. No. 8, 2.72 visual, 1.36 kw aural, 460 ft. BPCT-498. TV Addenda 3-K. Note: Also applicant for Tulsa.

UTAH

Salt Lake City—Granite District Radio Broadcasting Co., 219 Continental Bank Bldg. **KNAK.** No. 9, 2.6 kw visual, 1.3 kw aural, 10.7 ft. BPCT-553. TV Addenda 4-G.

Salt Lake City—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 7, 30 kw visual, 15 kw aural, 919 ft. BPCT-527 TV Addenda 4-A. Note: Also applicant for Denver, Seattle, Portland, Ore., Fresno, Cal.

Salt Lake City—Salt Lake City Broadcasting Co. Inc., 248 S Main St. **KALL (MBS). Salt Lake City Tribune and Telegram.** No. 7, 50 kw visual, 25.4 kw aural, —372 ft. BPCT-524. TV Addenda 3-M.

Salt Lake City—Utah Broadcasting Co., 29 S. State St. **KUTA (ABC).** No. 2, 15.4 kw visual, 7.75 kw aural, 38.2 ft. BPCT-536. TV Addenda 4-B.

VIRGINIA

Danville—Piedmont Broadcasting Corp., Hotel Danville. **WBTM (ABC).** No. 7, 2.85 kw visual, 1.42 kw aural, 687 ft. BPCT-643. TV Addenda 10-K.

Newport News—Hampton Roads Broadcasting Corp., Hotel Warwick. **WGH (ABC). Newport News Press and Times-Herald** No. 7, 23.9 kw visual, 12.6 kw aural, 416 ft. BPCT-502. TV Addenda 3-K.

Norfolk—Beachview Broadcasting Corp., 431 Granby St. No. 11, 27 kw visual, 13.6 kw aural, 324 ft. BPCT-558. TV Addenda 4-H.

Norfolk—Commonwealth Broadcasting Corp., 219 Granby St **WLOW.** No. 11, 19.9 kw visual and aural, 409 ft. BPCT 460. TV Addenda 3-G.

Norfolk—Larus & Brother Co. Inc., 22nd and Corey Sts., Richmond, Va. **WRVC (FM).** No. 13, 30.2 kw visual, 15.1 kw aural, 292 ft. BPCT-587. TV Addenda 5-F. Note: Also applicant for Richmond (see below).

Richmond—Larus & Brother Co. Inc., 22nd & Corey Sts., **WRVA (CBS).** No. 10, 23.5 kw visual, 11.75 kw aural, 500 ft. BPCT-379. TV Addenda 2-F. Note: Also applicant for Norfolk (see above).

Richmond—Lee Broadcasting Corp., Broad-Grace Arcade. **WLEE (MBS).** No. 10, 27.3 kw visual, 13.6 kw aural, 348 ft. BPCT-392. TV Addenda 3-A.

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Richmond—Richmond Radio Corp., 323 E. Grace St. **WRNL (ABC). Richmond Times-Dispatch and News-Leader.** No. 3, 17.113 kw visual, 8.556 kw aural, 362 ft. BPCT-321. TV Addenda 2-B.

Richmond—Southern Broadcasters Inc., 2011 Massachusetts Ave. N.W., Washington, D. C. **WRMV-FM.** No. 8, 18.5 kw visual, 19.3 kw aural, 546 ft. BPCT-420. TV Addenda 3-C.

Winchester—Richard Field Lewis Jr., P.O. Drawer 605. **WINC (ABC).** No. 12 (Rural), 31.5 kw visual, 15.75 kw aural, 1,475 ft. BPCT-595. TV Addenda 6-H.

WASHINGTON

Seattle—Fisher's Blend Station Inc., Skinner Bldg. **KOMO (NBC).** No. 2, 16.7 kw visual, 8.35 kw aural, 513 ft. BPCT-407. TV Addenda 3-C.

Seattle—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 7, 30 kw visual, 15 kw aural, 3,200 ft. BPCT-533. TV Addenda 4-B. Note: Also applicant for Denver, Salt Lake City, Portland, Ore., Fresno, Cal.

Seattle—Queen City Broadcasting Co., Cobb Bldg. **KIRO (CBS).** No. 11, 30.4 kw visual, 15.3 kw aural, 1,426 ft. BPCT-453. TV Addenda 3-G.

Seattle—Totem Broadcasters Inc., Skinner Bldg. **KJR (ABC).** No. 7, 26 kw visual, 13.8 kw aural, 1,260 ft. BPCT-443. TV Addenda 3-E. Note: See also Sun and Times Co., Chicago.

Spokane—Harry L. (Bing) Crosby Jr., 9028 Sunset Blvd., Los Angeles, Cal. No. 7, 30 kw visual, 15 kw aural, 2,725 ft. BPCT-578. TV Addenda 5-A. Note: Also applicant for Tacoma and Yakima.

Tacoma—Harry L. (Bing) Crosby Jr., 9028 Sunset Blvd., Los Angeles, Cal. No. 9, 30 kw visual, 15 kw aural, 1,073 ft. BPCT-579. TV Addenda 5-A. Note: Also applicant for Spokane and Yakima.

Tacoma—Carl E. Haymond, 914½ Broadway. **KMO.** No. 13, 29.7 kw visual, 14.85 kw aural, 508 ft. BPCT-615. TV Addenda 7-I.

Tacoma—Television Tacoma Inc., 919 Market St. **KTBI. Tacoma Times.** No. 4, 12 kw visual, 6 kw aural, 291 ft. BPCT-551. TV Addenda 4-F.

Yakima—Harry L. (Bing) Crosby Jr., 9028 Sunset Blvd., Los Angeles, Cal. No. 6, 20 kw visual, 10 kw aural, 995 ft. BPCT-580. TV Addenda 5-A. Note: Also applicant for Spokane and Tacoma.

WEST VIRGINIA

Charleston—Charleston Television Inc., Box 2791. No. 7, 26.5 kw visual, 14 kw aural, 568 ft. BPCT-501. TV Addenda 3-K.

Charleston—Charleston Broadcasting Co., 1016 Lee St. **WCHS (CBS).** No. 13, 27.2 kw visual, 13.6 kw aural, 582 ft. BPCT-549. TV Addenda 4-F.

Charleston—Joe L. Smith Jr. Inc., WJLS Bldg., Beckley, W. Va. **WKNA (ABC).** No. 2, 19 kw visual, 9.5 kw aural, 184 ft. BPCT-591. TV Addenda 6-F.

Oak Hill—Robert R. Thomas Jr. **WOAY.** No. 6, 1.9 kw visual, 953 watts aural, 397 ft. BPCT-601. TV Addenda 7-A.

Wheeling—Fort Industry Co., 1025 Main St. **WWVA (CBS).** No. 7, 5 kw visual, 2.5 kw aural, 1,214 ft. BPCT-360. TV Addenda 2-D. Note: Same interests (Storer) operate WSPD-TV, Toledo; WJBK-TV, Detroit; WAGA-TV, Atlanta; applicant for Miami (WGBS).

WISCONSIN

Green Bay—WHBY Inc., Bellin Bldg. **WBAY (CBS). St. Norbert's College.** No. 4, 14.85 kw visual, 7.42 kw aural, 431 ft. BPCT-624. TV Addenda 8-A.

Madison—Badger Broadcasting Co., 110 E. Main St. **WIBA (NBC). Capital Times and Madison State Journal.** No. 9, 2.91 kw visual, 1.45 kw aural, 337 ft above ground. BPCT-332. TV Addenda 2-B.

Madison—Monona Broadcasting Co., 215 W. Washington Ave. **WKOW.** No. 9, 28.2 kw visual, 16.9 kw aural, 502.5 ft. BPCT-560. TV Addenda 4-I.

Madison—Radio Wisconsin Inc., 203 S. Barstow St., Eau Claire, Wis. **WISC (ABC).** No. 9, 26.78 kw visual, 13.39 kw aural, 515 ft. BPCT-410. TV Addenda 3-B. Note: Same interests applicant for Duluth (WEBC).

Milwaukee—Hearst Radio Inc., 123 W. Michigan. **WISN (CBS). Milwaukee Sentinel.** No. 10, 28 kw visual, 15 kw aural, 439 ft. BPCT-383. TV Addenda 2-G. Note: Same interests operate WBAL-TV, Baltimore; applicant for Pittsburgh (WCAE).

Milwaukee—Milwaukee Broadcasting Co., 710 N. Plankinton Ave. **WEMP.** No. 6, 28 kw visual, 14 kw aural, 479 ft. BPCT-472. TV Addenda 3-G.

Milwaukee—Wisconsin Broadcasting System Inc., 729 N. Broadway. **WFOX.** No. 8, 26 kw visual, 13 kw aural, 482 ft. BPCT-377. TV Addenda 2-F.

Alphabetical Log

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Television Stations of United States by Call Letters

Authorized as of July 15, 1950

Asterisk (*) indicates CP holder but station not yet in operation as of July 15, 1950.

K

KDYL-TV Salt Lake City, Utah
KECA-TV Los Angeles, Cal.
KEYL San Antonio, Tex.
KFI-TV Los Angeles, Cal.
KFMB-TV San Diego, Cal.
KGO-TV San Francisco, Cal.
KING-TV Seattle, Wash.
KLAC-TV Los Angeles, Cal.
KMTV Omaha, Neb.
KNBH Los Angeles, Cal.
KOB-TV Albuquerque, N. M.
KOTV Tulsa, Okla.
KPHO-TV Phoenix, Ariz.
KPIX San Francisco, Cal.
KPRC-TV Houston, Tex.
KRLD-TV Dallas, Tex.
KRON-TV San Francisco, Cal.
KSD-TV St. Louis, Mo.
KSL-TV Salt Lake City, Utah
KSTP-TV St. Paul-Minneapolis
KTLA Los Angeles, Cal.
KTSL Los Angeles, Cal.
KTTV Los Angeles, Cal.

W

WAAM Baltimore, Md.
WABD New York, N. Y.
WAFM-TV Birmingham, Ala.
WAGA-TV Atlanta, Ga.
WATV Newark, N. J.
WAVE-TV Louisville, Ky.
WBAL-TV Baltimore, Md.
WBAP-TV Fort Worth, Tex.
WBEN-TV Buffalo, N. Y.
WBKB Chicago, Ill.
WBNS-TV Columbus, O.
WBRC-TV Birmingham, Ala.
WBTV Charlotte, N. C.
WBZ-TV Boston, Mass.
WCAU-TV Philadelphia, Pa.
WCBS-TV New York, N. Y.
*WCON-TV Atlanta, Ga.
WCPO-TV Cincinnati, O.
WDAF-TV Kansas City, Mo.
WDEL-TV Wilmington, Del.
WDSU-TV New Orleans, La.
WDTV Pittsburgh, Pa.
WENR-TV Chicago, Ill.
WEWS Cleveland, O.
WFAA-TV Dallas, Tex.
WFBM-TV Indianapolis, Ind.
WFIL-TV Philadelphia, Pa.
WFMY-TV Greensboro, N. C.
WGAL-TV Lancaster, Pa.
WGN-TV Chicago, Ill.
WHAM-TV Rochester, N. Y.
WHAS-TV Louisville, Ky.
WHFB-TV Rock Island, Ill.
WHEN Syracuse, N. Y.
WHIO-TV Dayton, O.
WICU-TV Erie, Pa.
WJAC-TV Johnstown, Pa.
WJAR-TV Providence, R. I.
*WJAX-TV Jacksonville, Fla.
WJBK-TV Detroit, Mich.
WJIM-TV Lansing, Mich.
WJZ-TV New York, N. Y.
WKRC-TV Cincinnati, O.
WKTV Utica, N. Y.
WKY-TV Oklahoma City, Okla.
WKZO-TV Kalamazoo, Mich.
WLAV-TV Grand Rapids, Mich.
WLW-C Columbus, O.
WLW-D Dayton, O.
WLW-T Cincinnati, O.
WMAL-TV Washington, D. C.
WMAR-TV Baltimore, Md.
WMBR-TV Jacksonville, Fla.
WMCT Memphis, Tenn.
WNAC-TV Boston, Mass.
WNBF-TV Binghamton, N. Y.
WNBK Cleveland, O.
WNBQ Chicago, Ill.
WNBT New York, N. Y.
WNBW Washington, D. C.
WNHC-TV New Haven, Conn.
WOAI-TV San Antonio, Tex
WOC-TV Davenport, Ia.
WOI-TV Ames, Ia.
WOIC Washington, D. C.
WOR-TV New York, N. Y.
WOW-TV Omaha, Neb.
WPIX New York, N. Y.
WPTZ Philadelphia, Pa.
WRGB Schenectady, N. Y.
WSAZ-TV Huntington, W. Va.
WSB-TV Atlanta, Ga.
*WSM-TV Nashville, Tenn.
WSPD-TV Toledo, O.
WSYR-TV Syracuse, N. Y.
WTAR-TV Norfolk, Va.
WTCN-TV Minneapolis -St. Paul, Minn.
WTMJ-TV Milwaukee, Wis.
WTTG Washington, D. C.
WTTV Bloomington, Ind.
WTVJ Miami, Fla.
WTVN Columbus, O.
WTVR Richmond, Va.
WWJ-TV Detroit, Mich.
WXEL Cleveland, O.
WXYZ-TV Detroit, Mich.

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Present FCC Allocations of Television Channels

To Metropolitan Districts in the U. S.

Ed. Note: All channel numbers refer to Metropolitan Stations except those in parentheses, which refer to Community Stations. Total number of stations assignable is indicated by total number of channels unless there is channel-sharing, or unless Community Stations can be added where no conflict occurs. Sales ranks and population figures are by the U. S. Census Bureau.

For changes and "freeze" status, see notes below

Metropolitan District (U.S. Census 1940)	Sales Rank	Population	Channel Numbers
Akron	35	349,705	11
Albany, Schenectady, Troy	23	431,575	2,4,7,9,11
Allentown, Bethlehem, Easton	43	325,142	(8)
Altoona	111	114,094	9
Amarillo	136	53,463	2,4,5,7
Asheville	132	76,324	5,7,12
Atlanta	25	442,294	2,5,8,11
Atlantic City	83	100,096	(8)
Augusta, Ga.	135	87,809	6,12
Austin	106	106,193	8,10,12
Baltimore	13	1,046,692	2,11,13
Beaumont, Port Arthur	90	138,608	3,6,8,10
Binghamton	75	145,156	12
Birmingham	42	407,851	4,9,13
Boston	5	2,350,514	2,4,7,9,13
Bridgeport, Conn.	53	216,621	(1)
Buffalo, Niagara	14	857,719	4,7,9,13
Canton, O.	63	200,352	(1)
Cedar Rapids	115	73,219	7,11
Charleston, S. C.	127	98,711	7,10,13
Charleston, W. Va.	88	136,332	7,11,13
Charlotte	99	112,986	3,9,11
Chattanooga	76	193,215	3,6,10,12
Chicago	2	4,499,126	2,4,5,7,9,11,13
Cincinnati	16	789,309	2,4,7,11
Cleveland	9	1,214,943	2,4,5,7,9
Columbia	117	89,555	2,4,8
Columbus, Ga.	133	92,478	3,12
Columbus, O.	29	365,796	3,6,8,10
Corpus Christi	121	70,677	3,6,8,10
Dallas	27	376,548	4,8,12
Davenport, Rock Island, Moline	67	174,995	2,4,5,9
Dayton	44	271,513	5,13
Decatur	122	65,764	2
Denver	26	384,372	2,4,5,7,9
Des Moines	59	183,973	2,4,5,9
Detroit	6	2,295,867	2,4,5,7
Duluth-Superior	72	157,098	3,6,8,10
Durham	139	69,683	4,7
El Paso	105	115,801	2,4,5,7
Erie	95	134,039	12
Evansville, Ind.	93	141,614	2,11
Fall River, New Bedford	55	272,648	(1)
Flint	64	188,554	11
Fort Wayne	81	134,385	2,4,7,9
Fort Worth	51	207,677	2,5,10
Fresno	79	97,504	2,4,5,7
Galveston	131	71,677	9,11,13
Grand Rapids	57	209,873	7,9
Greensboro	130	73,055	2,10
Hamilton, Middletown	110	112,686	9
Harrisburg	70	173,367	8
Hartford, New Britain	20	502,193	8,10
Houston	21	510,397	2,4,5,7
Huntington, W. Va., Ashland, Ky.	92	170,979	5
Indianapolis	24	455,357	3,6,8,10,12
Jackson	128	88,003	2,4,5,7
Jacksonville	66	195,619	2,4,6,8
Johnstown, Pa.	100	151,781	13
Kalamazoo	112	77,213	3
Kansas City, Mo., Kansas City, Kans.	17	634,093	2,4,5,9
Knoxville	87	151,829	2,4,8,11
Lancaster	91	132,027	(4)
Lansing	94	110,356	6
Lincoln	109	88,191	10,12
Little Rock	98	126,724	3,6,8,10
Los Angeles	3	2,904,596	2,4,5,7,9,11,13
Louisville	33	434,408	5,9
Lowell, Lawrence, Haverhill	45	334,969	6
Macon	137	74,830	4,7,10
Madison	101	78,349	9
Manchester	118	81,932	(1)
Memphis	37	332,477	2,4,5,7,9
Miami	38	250,537	2,4,5,7
Milwaukee	15	790,336	3,6,8,10
Minneapolis, St. Paul	11	911,077	2,4,5,7,9
Mobile	119	144,906	3,5,9,11
Montgomery	126	93,697	6,10
Nashville	56	241,769	4,5,7,9
New Haven	39	308,228	(6)
New Orleans	31	540,030	2,4,6,7,10
New York, Northeastern New Jersey	1	11,690,520	2,4,5,7,9,11,13
Norfolk, Portsmouth, Newport News	47	330,396	4,7,11,13
Oklahoma City	52	221,229	2,4,5,9
Omaha, Council Bluffs	40	287,269	3,6,7
Peoria	69	162,566	3,6,12
Philadelphia	4	2,898,644	3,6,10,12
Phoenix	84	121,828	2,4,5,7
Pittsburgh	8	1,994,060	3,6,8,10
Portland, Maine	89	106,566	3,8
Portland, Oreg.	22	406,406	3,6,8,10,12
Providence, R. I.	18	711,500	11
Pueblo	140	62,039	3,6,8,10
Racine, Kenosha	97	135,075	(1)
Reading	73	175,355	(5)
Richmond	48	245,674	3,6,8,10
Roanoke	104	110,593	5,9,12
Rochester	28	411,970	2,6,11
Rockford	102	105,259	12
Sacramento	54	158,999	3,6,10
Saginaw, Bay City	77	153,388	3,8,13
St. Joseph	129	86,991	13
St. Louis	10	1,367,977	4,5,7,9,13
Salt Lake City	58	204,488	2,4,5,7,9
San Antonio	50	319,010	2,4,5,7,9
San Diego	49	256,268	3,6,8,10
San Francisco, Oakland	7	1,428,525	2,4,5,7,9,11
San Jose	78	129,367	13
Savannah	114	117,970	3,5,9,11
Scranton, Wilkes-Barre	30	629,581	11(1)
Seattle	19	452,639	2,5,7,11
Shreveport	96	112,225	2,4,6,8
Sioux City	107	87,791	4,9,11,13
South Bend	80	147,022	(1)
Spokane	71	141,370	2,4,5,7,9
Springfield, Ill.	103	89,484	8,10
Springfield, Mass., Holyoke	32	394,623	3(1)
Springfield, Mo.	134	70,514	2,4,5,9
Springfield, O.	125	77,406	(1)
Stockton	108	79,337	8
Syracuse	46	258,352	5,8,10
Tacoma	74	156,018	4,9,13
Tampa, St. Petersburg	61	209,693	2,4,5,7
Terre Haute	116	83,370	4
Toledo	34	341,663	13
Topeka	123	77,749	7,11
Trenton	60	200,128	(1)
Tulsa	65	188,562	3,6,8,10
Utica, Rome	68	197,128	3,13
Waco	138	71,114	3,6,9,11
Washington	12	907,816	4,5,7,9
Waterbury	85	144,822	12
Waterloo	120	67,050	3,6,13
Wheeling	82	196,340	12
Wichita	86	127,308	2,4,5,9
Wilmington	62	188,974	(7)
Winston-Salem	124	109,833	6,8
Worcester	41	306,194	5
York	113	92,627	(1)
Youngstown	36	372,428	13

NOTE

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1. These allocations are subject to revision under terms of suggested new TV rules, standards and allocations (VHF-UHF) set forth in FCC's Public Notice 49-948 (our Supplement No. 64) which is basis for hearings begun by FCC en banc Sept. 26, 1949. For full text of proposed VHF-UHF allocations, see pages 74-84. Meanwhile, FCC has "frozen" all new CP grants and application hearings under terms of order issued Sept. 30, 1948 (see our Vol. 4:40).

2. Channel No. 1 has been withdrawn from TV by FCC Order adopted May 5, 1948 (Doc. 8487—Mimeo No. 21363), effective June 14, 1948 (Vol. 4:19). Thus Channel No. 1 allocations to these areas are no longer valid: Bridgeport, Conn.; Canton, O.; Fall River-New Bedford, Mass.; Manchester, N. H.; Racine-Kenosha, Wis.; Scranton-Wilkes-Barre, Pa.; South Bend, Ind.; Springfield-Holyoke, Mass.; Springfield, O.; Trenton, N. J.; York, Pa.

2 Dec 50

on store shelves are fine for color. Others will have to be modified for best color results..." Editorial states CBS demonstrations "prove that the public will gladly accept color that is short of perfect...If no major war occurs, color TV is going to come mighty fast around that corner it is just around."

Good sample of CBS's promotional skill was recent telecast of Cartier jewels, including $165,000 pearl necklace, 19-karat diamond ring worth $78,000, etc.

* * * *

Meanwhile, industry isn't standing still. Hazeltine reports it has improved compatibility aspect of dot-sequential system to point where there is virtually no dot structure in reception on existing sets.

NTSC continues exchange of information on new techniques and inventions, with members showing enthusiasm over progress in compatible systems. Their attitude seems to be: "Regardless what FCC, courts or anyone else says, field-sequential system just isn't good enough. Maybe RCA has right idea, maybe not. At any rate, we're convinced a color system can be both good and compatible -- and we're going to find it." Philco, for example, announced 5-year license agreement with Hazeltine, saying "closer association of the two companies...should accelerate the development of a complete all-electronic color system."

LOSSES BIG, VOLUME UP, OUTLOOK GOOD: Telecasting stations that aren't at least earning their operating expenses are today the exceptions rather than rule. In fact, most of the 107 outlets are now in the black, writing off depreciation and amortizing old losses -- though a few are still only beginning to crawl out of the red.

But not so long ago telecasting was really a deficit business, taxing the pocketbooks of the hardiest venture capitalists. For example:

Four TV networks and 98 stations took in $34,329,956 and showed operating losses of $25,261,950 in 1949, FCC discloses in its annual report on broadcast finances. Same 4 networks and 50 then-operating stations grossed $8,700,000, lost $14,900,000 in 1948. Those were really the first years of telecasting's emergence as a commercial entity.

The networks and the 13 stations they own accounted for $18,894,040 of the 1949 revenues, $11,741,855 of losses. The other 85 stations took in $15,435,916, lost $13,520,095.

Original investment in tangible TV property in 1949 was $55,875,583, depreciated cost $44,941,469, according to FCC compilation.

* * * *

What's the 1950 picture? We'll have to wait until about this time next year for FCC's official figures -- but trends are discernible. The TV networks alone (excluding non-reporting DuMont) accounted for gross revenues of $27,262,238 during first 10 months of 1950 [see PIB table, p. 12], vs. $8,320,608 for same 1949 period.

Thus, it's apparent 3 networks alone will enjoy more revenues this year than entire telecasting industry did last year ($34,329,956), for network time sales are now running well over $6,000,000 per month. There are no figures for stations available, but a reasonable guess is that the independent stations will realize as much or more from local and spot sales as the networks take in from national advertisers.

Accordingly, assuming $40,000,000 as the networks' gross for 1950, it's a fair deduction that the networks plus the 107 operating stations will take in fully $80,000,000 this year -- somewhat more than we predicted last spring (Vol. 6:21). Because most stations crept into the black only in recent months, while networks continue to operate at heavy deficits, it's foregone certainty that 1950 will also be a deficit year for industry as a whole -- but probably far less so than 1949.

* * * *

By contrast with the infant telecasting, radio broadcasters (AM) enjoyed comfortable gross revenues of $413,784,633 in 1949, profit of $56,262,915, the FCC report shows. Gross is somewhat higher than 1948's $406,995,414, net considerably down from 1948's $64,091,684. (Some of decline in net is attributable to costs of operating unprofitable sister TV stations.)

Seven AM networks and their 27 stations grossed $108,079,704 of the 1949

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Frankly, we don't know what pictures will look like, as they appear on faces of 600,000-dot tri-color tubes in much-simplified receivers. But we do know this:

If RCA merely shows what it demonstrated at Princeton & Washington in August (Vol. 6:32) -- demonstrations FCC ignored because "record was closed" and RCA thought it unwise to ask for reopening of hearing -- it will create a tremendous impression.

Besides having basic virtue of compatibility, RCA system had already been cleared of number of problems which FCC had written off as virtually insoluble. And, quite aside from fact that best engineering opinion is that system is "on the right track," we hear there are additional refinements.

* * * *

Demonstrations will start 10:30 a.m. in Washington's Trans-Lux Bldg. Press is first, will watch WNBW transmissions. Showings for RCA licensees begin that afternoon, but these will be closed-circuit pictures, since experimental license doesn't permit colorcasts during regular programming hours (Vol. 6:42).

About 800 licensee representatives are expected and demonstrations are due to run 1-2 weeks. Broadcasters, consulting engineers and attorneys are scheduled Dec. 13. No invitations are being sent Congress or Commission for fear of prejudicing court case. RCA says FCC will be invited when litigation is over. Actually, it's hard to see how any VIP can be excluded from having look on his own initiative.

* * * *

(2) Chicago 3-judge court (Vol. 6:46) is now in position to mull decision, since all briefs are in, including RCA's filed this week. Big question, of course, is when court will decide -- and there's nothing to go on in guessing that.

RCA's 45-page reply brief (answering those of FCC-CBS-Govt. of last week), plus 25 pages of annexes, states that:

(a) FCC refused "to keep itself adequately informed" when it ignored RCA progress report, Condon Committee, Hazeltine developments, etc.

(b) FCC failed to give any weight to expert testimony regarding RCA color fidelity, CBS and RCA present and future complexity, capabilities of tri-color tube, networking of RCA system, susceptibility to interference, CBS shortcomings, etc.

(c) CBS, not RCA, is "unready," since it never conquered incompatibility. And it's willing to make public suffer costs of incompatibility, rather than undertake to solve problem in laboratory at own expense.

(d) FCC has no right to deny RCA system, since it doesn't interfere with black-and-white reception.

(e) CBS and FCC fear free public choice (dual color standards) or else they wouldn't demand haste and impose exclusive CBS standards.

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(3) CBS continues to reap harvest of favorable publicity and public reaction to demonstrations. Biggest bonanza yet was Dec. 4 Time Magazine "cover story" treatment of CBS color and president Frank Stanton.

Accompanied by striking cover painting by Artzybasheff, careful article is quite favorable to CBS color but avoids going too far out on limb by saying:

"CBS might eventually lose out in the changing fortunes of battle, but color of some sort is certainly on its way."

Stanton is "iffy" about future, says Time: "If courts do not rule against CBS; if Congressional probes do not hold up the FCC decision; if U.S. rearmament does not absorb electronics industry; if there are no serious shortages of essential materials -- waving away all these ifs, Stanton believes color will be transmitted from all U.S. TV stations by the end of 1952." Thus, Time adds significantly:

"Even if things move as fast as possible, the buyer of a new black-and-white TV set today will get at least two, probably more, years of use from his set."

Magazine has startling news that: "Last month [Stanton] had the heady experience of turning down a job, for which he could 'name his own price,' offered him by rival RCA."

Printers' Ink Magazine advised advertisers, in Nov. 24 editorial, "to start planning for color TV right now. From what we've seen, packages that stand out well

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increased plant capacities since base period, or were shut down in first half 1950.

NPA's nickel order (M-14) hits hard at civilian electronics. Issued Dec. 2, it limits use of nickel (used in magnets and in CR, receiving, transmitting tubes) in first quarter 1951 to 65% of average use during first 6 months of this year. Unlike copper order, nickel cut applies only to primary metal, not finished product.

Bear in mind that NPA orders don't guarantee industry will receive given percentage of amount of critical material formerly used. They merely set maximum amount industry is to be permitted. Aim is to help provide equitable distribution of available civilian supply.

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Cobalt, No. 1 bottleneck for 1951, will be available in bigger quantities this month than last. NPA Order M-10 to African Metals Corp., sole importer of the vital magnet metal, increases December non-defense deliveries to 50% of average use in first-half 1950, compared with 30% in November (Vol. 6:46-47).

But things are certain to be tougher next year, since same order cuts December delivery of "DO" defense priority orders by 40%. Obviously this can't continue in 1951, and there is little likelihood of immediate increase in cobalt imports. Cobalt inventories are limited by Govt. to 20-day supply. Stricter long-term directive is expected this month.

Not waiting for final official word on cobalt, set and component folk are making progress in conservation and substitution. Speaker manufacturers -- though some say they may have to shut down next month -- are already turning out units with smaller alnico magnets, which give poorer performance but make possible production of 25-50% more speakers from same amount of magnet metal. End result: Consumer will have to turn volume control higher.

While speaker magnets can be whittled down, picture tube focus magnets and ion traps can't be made smaller or weaker. Alternative to cobalt-rich alnico is copper-wound electromagnet.

Admiral is already turning out some sets with electromagnetic deflection. Philco's Wm. Balderston says it's possible to redesign power supplies in present sets with 40-50% saving of copper, in same manner Philco has done on 12½-inch sets.

As long as any cobalt is available, alnico will probably be most prevalent speaker magnet, but most TV circuits will be redesigned to accommodate electromagnetic focusing and deflection.

Speaker and focus unit makers say they'll switch to electromagnets -- if customers will furnish copper wire. Copper producers, however, have been quoted as saying 20 or 30 prospective buyers clamor for every available ton. They're doling out orders to regular customers only under their own stringent allocation system.

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Component-seeking jaunts to Europe by manufacturers have become commonplace. Hallicrafters president Wm. Halligan reportedly secured some speaker magnets and resistors abroad. "But what interested me most," Halligan said, "is the way manufacturers there have succeeded in developing substitutes for scarce materials.

"In Germany, for example, a tube maker is successfully using an aluminum-clad iron element in tubes instead of scarce nickel used by manufacturers here. I'm sending my engineers over there on the double to study their methods."

STALIN, MAO & Co. DECIDING COLOR: If color hash hadn't been settled months ago by events in Korea -- as many of us have believed -- there's scarcely any doubt of it after what happened there this week.

Nevertheless, there are at least 3 color fronts to watch for clues to the future -- whenever that may be:

(1) RCA again demonstrates its system, starting Dec. 5. This is real crux of color situation, because --

If RCA can back up its progress reports (Vol. 6:32) with performance, FCC's decision will appear ridiculous to anyone with a pair of eyes.

But if system has basic faults Commission says it has, on other hand, they should be apparent and should stand as graphic vindication of FCC's position.

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Personal Notes: James D. Shouse, Avco v.p. and chairman of Crosley Broadcasting Corp., off for Europe for 6-8 weeks, designated by State Dept. to study effectiveness of Voice of America and other American information services . . . **James T. O'Shea**, ex-president of Vanguard Films and executive director of Selznick Studio, named CBS v.p. and general executive handling business side of program operations in Hollywood . . . **Kenneth L. Carter** promoted to gen. mgr., **Armand Grant** to asst. gen. mgr. in charge of sales, WAAM, Baltimore. **Samuel Carliner** has withdrawn, selling his stock interest to present controlling stockholders. Washington ad agency executive **Norman C. Kal** assumes title of executive v.p. . . . **Richard H. Gordon Jr.** quits as president of World Video to become partner and production v.p., Foley & Brockway, TV production; new World Video gen. mgr. is **Louis M. Stumer**, ex-MCA . . . **Donald M. McClure** Dec. 1 leaves N. W. Ayer to join McCann-Erickson as TV-radio production mgr. . . . **Berenice E. Connor**, ex-Geare-Marston Inc., named TV-radio director of the Buckley Organization, Philadelphia . . . **Robert J. Wade**, mgr. of NBC-TV staging services, author of chapter on "Television Backgrounds" in new book titled *Theater Arts Anthology* . . . **George Wallach**, producer, promoted to director of news and special events of WNBT & WNBC, New York . . . **Walter I. Duncan** has resigned as sales mgr. of WPIX, New York . . . **Pierson Mapes**, TV-radio v.p. of Hutchins Agency (Philco) has exhibit of his paintings at Barzansky Galleries, New York; other radio folk whose hobby is painting, water colors mainly, are **Earl Minderman**, asst. to FCC Chairman Coy, and **John Koepf**, asst. to RTMA gen. mgr. James Secrest.

Formation of $1,000,000 TV film-producing syndicate was announced after Nov. 20 meeting of dozen TV station operators in Chicago, mainly newspaper-owned. Appointed to organize corporation were Robert D. Swezey, WDSU-TV, New Orleans; G. Bennett Larson, WPIX, New York; P. A. Sugg, WKY-TV, Oklahoma City. Idea is to use Nassour Studios in Hollywood, owned by *Los Angeles Times* (KTTV) which sponsored Chicago meeting. Some $250,000 would be raised upon organization, with expectation corporation would be owned by 30-40 TV stations. Costs of $5-10,000 productions would be pro-rated among syndicate members, who would have first refusal rights.

Permission to test Skiatron Corp.'s "Subscriber-Vision" system of pay-as-you-look TV was given by FCC Nov. 24 following request by WOR-TV, New York (Vol. 6:41). Similar to Zenith's Phonevision, but not using telephone lines, Skiatron system will be tested for technical feasibility only for 30-day period, with only 2 receivers. Tests will be run midnight to 10 a.m. Grant permits only test patterns and pictures of engineers at work; motion picture films are forbidden. Meanwhile, reports indicate Zenith has gotten features for its Dec. 1-Feb. 28 Phonevision tests (Vol. 6:46) from Warner Bros., 20th Century-Fox, Paramount, RKO, MGM, Columbia through "informal" efforts of Justice Dept.

Correction: Lest anyone misunderstand, position of KRON-TV, San Francisco, is opposed in principle to FCC proposal to limit number of hours station may take from single network, but is ready to accept limitation in its own 3-station-city situation if Commission decides it's in public interest and provided it can choose own network. We didn't qualify *San Francisco Chronicle* station's comments when we reported it in favor of limitation idea (Vol. 6:46).

Special TV eyeglasses will be marketed in 1951 by Bausch & Lomb Optical Co., which claims they will reduce glare, make pictures sharper, minimize fatigue.

Rudolph J. Teichner, 51, on leave as treasurer of NBC, died Nov. 21 of heart attack suffered while playing golf.

TV's effect on children came under closer scrutiny this week following American Television Dealers & Manufacturers' controversial first newspaper ad (see page 10). Louisville educators blamed parents, not TV, for lower grades, drowsiness of some children from video-equipped homes. More than half of school principals queried by *Courier-Journal* (owner of WHAS-TV) saw no ill effects from TV. Others said problem was essentially one of discipline, some parents failing to supervise program selection. Dr. M. F. Nimkoff, head of Sociology Dept. at Florida State U, writes in special issue of *Annals of American Academy of Political and Social Science* that TV may give children somewhat more egotistic personalities—from watching video performers. *Washington Post* columnist Malvina Lindsay hits TV ad as based on "gadget snobbery" and asks: "Where will this thing end? Does Junior have to have every gadget his playmates have in their homes? How can he be disciplined for life if he never has to do without anything he wants?" In attempt to get to bottom of homework controversy, Crosley Broadcasting Co. granted $2,500 to Xavier U to study TV's effect on children's homework.

Lee de Forest's autobiography, *Father of Radio*, gives a valuable first-person picture of almost entire history of radio—from a "first person" who had much to do with its making. Facts and impressions which stick after reading the inventor's book: He was no unlettered experimenter, having gone through Yale for a Ph.D.; inventions frequently aren't inventions until courts say so, often after patents expire; Dr. de Forest's alternating contempt and admiration for other inventors, apparently a natural by-product of the inventive genius; parade of radio's giants, yesterday and today (many of them the same, e. g., John V. L. Hogan, who came to de Forest in knee-pants); the inventor's love for poetry and classical music, hatred for radio's over-commercialism; his tremendous energy, e. g., mountain-climbing when he was 70. Publisher is Wilcox & Follett, 1255 S. Wabash, Chicago; price $5.

Objecting to FCC color decision, pushing for more St. Louis TV stations, are aims of TV Set Owners Assn., of that city, organized by George E. Himmeger and Gilbert Elschinger. Himmeger, whose address is 3514 Belaire, Normandy, Mo., is Emerson Electric employe. Organization consists of 20 active members so far, aims to get each of 205,000 TV set owners in St. Louis to write FCC and Congress. So far, group has gotten 6000 cards signed and mailed.

Worry over production costs is first reaction of TV broadcasters to newly signed TVA-network employment contract. Fear is that success of TVA, after threatened strike, will touch off demands by other unions, hike production fees sky high.

TVA contract runs 2 years from Dec. 1, was signed at virtually last minute before 25,000 performers were due to go out on strike Nov. 19. Pay scale ranges from $50 to $170, including rehearsal time.

Left in abeyance was question of re-use of kines. Networks agreed for time being to get TVA approval when done. Union wants ban on kine re-use. If successful, it might have implications in movie industry, too, where unions have long tried to prohibit revivals.

In radio field, AFRA Nov. 20 won 15-30% wage rise for 5000 member radio performers.

Restiveness is also evident among other unions—of which there are 50-80 with whom networks must deal. IATSE is on verge of negotiating new contracts. NABET has decreed its engineers can work no more than 50 hours a week, overtime or no overtime. AFM's contract runs out Jan. 31 and reports already are circulating that Petrillo is hatching stiff demands.

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ed mixed highs, greater stability, etc. (Vol. 6:32), other refinements. Some censee representatives are due to see it first, as well as press. It's ex- FCC will be invited, but we wouldn't attempt to guess whether it will accept. igs may last week or two.

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Meanwhile, FCC burns at white heat over suit and first-round defeat wherein granted temporary restraining order. Chairman Coy, particularly, has been ig out -- showing tendency to fight color battle all over again with RCA-NBC sses during vhf-uhf allocations hearing.

At end of testimony by Raymond Guy and Dr. George Beers, Coy asked them if f their statements were "facetious." Reason, he said, was that RCA's Dr. George had testified during color hearing as to usefulness of Chapin-Roberts adapter RCA system, yet termed testimony "facetious" in affidavit to Chicago court.

Coy also baited Dr. Beers for planning uhf converters but opposing CBS color rters. He also tried to get him to tell whether RCA is planning to produce l-sequential color sets.

Illustrating intensity of Coy's feeling are scathing letters he's written to Le who've sent him some vituperative denunciations of color decision and con- ed freeze. Commission usually sends out rather polite form letter inviting er to read color decision to gain "understanding" of FCC's action. Recently, ver, Coy has exploded a few times, in language similar to that used in his let- to Hallicrafters (Vol. 6:44). Many letters wind up in FCC Color Docket (No.), may be inspected in FCC reference room.

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ork Accounts: Wildroot Co. (hair tonic) Dec. 22 *Charley Wild, Private Detective* on CBS-TV, alt.)-9:30; General Mills has bought alt. Fri. 9:30-10 l. They are taking hour being vacated by Magnavox S. In mid-April, Wildroot moves to Wed. 9-9:30 . . . ett & Myers Tobacco Co. (Fatima cigarettes) Jan. 2 sponsorship of CBS-TV's revamped *Stork Club*, & Thu. 7:45-8; it replaces 15-min. Pepsi-Cola *Faye son*, moving in December to ABC-TV, 3 times weekly Quaker Oats will sponsor Gabby Hayes introducing rn films on NBC-TV, Mon.-Wed.-Fri. 5:15-5:30; start- ate not yet set . . . Drug Store Television Productions ecember moves its 1-hour *Cavalcade of Stars* from ont to ABC-TV, Fri., time undesignated . . . Ever- Inc. (Schick Razors) Nov. 18-March 31 sponsoring -10:30 segment of *Saturday Night at Madison Square en* on DuMont Network.

ion Accounts: Some sort of record can be claimed hiladelphia's WCAU-TV for signing up its fourth big store account—Frank & Seder, buying Sun. 10:15- 5 a.m. for *TV Spelling Bee*, spelldowns between chil- ages 8-15 from school and neighborhood groups. Also VCAU-TV are John Wanamaker's *Meet Me at The e*, 1½ hours daily Mon. thru Fri.; Lit Brothers' *Lit's Fun*, twice weekly homemakers' participation; N. lenberg & Co.'s *Snellenberg's TV Jamboree*, recently cnded but resuming after Jan. 1 . . . First Wisconsin onal Bank again will sponsor 8 U of Wisconsin home etball games from Madison, 2 Marquette U games, on MJ-TV, Milwaukee; bank also sponsors college foot- and Sun. *Telenews Weekly* . . . Big Interstate Bakeries . expanding TV version of *Cisco Kid*, which it also sors on radio; present TV coverage of Los Angeles, Diego, Kansas City will be extended to Chicago, Cin- ati, Omaha, Grand Rapids, placed in West by Dan B. er Co., Los Angeles, in Midwest by R. J. Potts-Calkins olden, Kansas City . . . American Steel Wool Mfg. Co. Vita Food Products Inc. buy participations in *Jose- e McCarthy Program* on WNBT, New York, thru dham & Grohmann and Ben Sackheim Inc., respectively Among other advertisers reported currently using or planning to use TV: General Controls Co. (temperature, pressure, flow controls), thru Hixon & Jorgensen Inc., Los Angeles; Armour & Co. (Cloverbloom turkeys), thru Foote, Cone & Belding, Chicago; Northern California Kaiser-Frazer Dealers Association, thru Brisacher, Wheeler & Staff, San Francisco; Kitchen Arts Foods, thru LeVally Agency, Chicago; H. W. Lay & Co. (potato chips), thru Liller, Neal & Battle, Atlanta; Kee Zipper Co., thru Turner, Leach & Co., N. Y.; Atwood Coffee Co., thru Campbell-Mithun, Minneapolis; Serta Associates Inc. (mattresses), thru A. Martin Rothbardt, Chicago; Pure Frozen Lemon Juice Corp. of America, thru Kaufman & Associates, Chicago; Syncro Corp. (electric saws, hones, sanders), thru L. W. Ramsey Co., Chicago; National Fruit Products Inc. (White House apple products), thru Lewis Edwin Ryan Inc., Washington; John H. Dulany & Son (frozen & canned foods), thru Foote, Cone & Belding, N. Y.; Dormeyer Corp. (electric food mixer), thru John W. Shaw Adv., Chicago.

NBC-TV raises one-hour base rates Jan. 1 from $27,-050 to $36,050 for 62-station network, half-hour cost going from $16,000 to $21,780. However, cost per thousand TV homes drops from $8.13 last January to $3.46 beginning of 1951, according to TV sales director George Frey, due to heavy increase in number of sets. Changes in NBC-owned stations are as follows: WNBT, New York, from $2500 to $3100; WNBW, Washington, $575 to $750; WNBK, Cleveland, $775 to $1050; WNBQ, Chicago, $1200 to $1650; KNBH, Los Angeles, $1200 to $1650. Non-NBC-owned affiliates go up accordingly; e.g., WLWT, Cincinnati, from $550 to $750; WTMJ-TV, Milwaukee, $600 to $750. ABC, CBS, DuMont also plan new Jan. 1 rate cards, but haven't nailed down all station changes yet.

October TV sponsorships increased 17.7% over September, 138.4% over October 1949, reports November *Rorabaugh Report on TV Advertising*. Total of 4509 sponsors (158 network, 902 national-regional spot, 3449 local retail) is tabulated on basis of reports from networks and 100 stations. NBC is shown with 68 accounts using average of 37 stations per schedule, CBS 71 using 26, ABC 39 using 25, DuMont 19 using 17. Report shows actual placements of network and national-regional spot by stations.

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chell Wolfson, TV committee chairman and owner of WTVJ, Miami. Wolfson also urged exhibitors get into station ownership, said theatres and TV "complement" each other.

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Pressure to bring more exhibitors into theatre-TV fold is getting stronger. New York circuit owner Si Fabian is sparking campaign, started ball rolling with private meeting during Houston TOA convention, followed by New York confab Nov. 17.

Purpose is to prod enough theatre owners into installing big-screen TV to permit exclusive programming -- one means theatre-TV enthusiasts feel can help stem declining box office.

Top executives of Motion Picture Assn. membership are scheduled to meet Dec. 8 in New York on TV. It's possible first steps may be taken formally to begin producing feature films for TV, "unlock vaults," give TV stations modern features.

Facing Hollywood producers are actualities of features being made expressly for TV by independents -- e.g., Hal Roach Jr.'s "Three Musketeers," shown on CBS-TV's Magnavox Theatre Nov. 24 (Vol. 6:46). Another is scheduled for 2 weeks hence. Nor can they shut their eyes to such one-shots as Walt Disney's "One Hour in Wonderland" planned for Xmas on NBC-TV (Vol. 6:44).

COURT TOLD 'DELAY MAY KILL COLOR': Color legalities entered "battle of the briefs" stage in Chicago court (Vol. 6:46), as FCC-CBS-Govt. this week pleaded with judges to hurry up with decision before manufacturers "flood the market with black-and-white sets...and thus place huge obstacles before the new color system." RCA and 7 intervenors have until Nov. 28 to answer CBS 57-page and FCC-Govt. 12-page briefs.

CBS's brief contends that "delay" provides the "key to much of what plaintiffs and manufacturers have done...

"They know if the order is suspended long enough, they have accomplished their objective and they need not be concerned about this Court's and the Supreme Court's decision of the ultimate issues on the merits."

FCC-Govt. brief asserts that:

(1) RCA doesn't challenge FCC's findings as to superiority of CBS system, inferiority of RCA system.

(2) RCA didn't ask for reopening of record when it reported post-hearing progress. Nor did it report progress on certain critical factors.

(3) Condon Report "does not support the heavy burden of argumentative inference which plaintiffs place upon it."

(4) FCC found CBS system is not only satisfactory now but has specific promise of improvement.

(5) RCA's claim that FCC has no right to refuse adoption of its system is "a startling argument, and one never before made, that standards for an unsatisfactory service should be adopted merely because the new service will be received on existing sets in the form of an old service."

(6) "There is no such thing as effectiveness of channel utilization in the abstract. The test is the resulting picture. RCA failed this test."

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Meanwhile, CBS continues New York showings, generally getting enthusiastic reaction. Much-heralded Nov. 20 appearance of Arthur Godfrey was big hit, except that most observers (including AP reporter) found his red hair appeared black. Columnist John Crosby blew hot and cold on CBS pictures. He found on-air pictures considerably below quality of closed-circuit demonstrations, but still bringing "depth and detail to TV that isn't possible in black-and-white."

Retailers continue to find angles. New York's Monarch-Saphin stores advertised "free" ($15 installation) adapter with each set purchased. It's made by Polychrome Television Corp., 333 Sixth Ave., which also plans color companion set.

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RCA is gearing for Dec. 5 showing of its system in Washington. It will be first public demonstration of 600,000-dot tri-color tube, with greater brightness,

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Metal cones for picture tubes have not been materially affected yet by current shortage of stainless steel. Most critical shortage is in Type 347 (columbium-bearing) stainless and high-nickel steels. Type used in tube cones (430 Modified) contains no columbium, insignificant amount of nickel (Vol. 6:41).

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Effects of shortages on broadcast equipment, generally overlooked in anxiety over crisis in booming receiver industry, are already being felt.

Cobalt is essential in Kovar, alloy used for metal-to-glass seals in power tubes for industrial and broadcasting uses. There is no known substitute.

Copper, in form of oxygen-free high-conductivity copper (OFHC), is extremely difficult to obtain. OFHC is extensively used in broadcast power tubes, and to a lesser extent in receiving tubes.

High-quality mica in large sheets required for production of TV camera tubes is also critically short.

WILL IT BE FCC vs. MANUFACTURERS? FCC has entered a new era -- you'd better have no illusions about it -- and the theme is: "Get the manufacturers."

Atmosphere at Commission is acrid with bitterness toward TV-radio manufacturers for "failure to cooperate" -- most particularly against RCA and intervenors for their audacity in going to court to fight color decision.

Commissioners themselves may not all go along with obvious "reprisal" tactics, and they're likely to think twice if the now-very-Washington-conscious electronics manufacturing-distributing industry carries its case to Congress -- with plenty of support assured as result of reaction to color imbroglio.

But attitude was epitomized in remark of one staffman, referring to RCA: "It's them or us. One or the other is going to be broken."

Certain FCC personnel, having enjoyed long sway over the inarticulate and generally meek broadcasters, manifest a sense of frustration that's something new to them -- stemming from their inability to extend their control to the manufacturers and, of course, the distributors and dealers.

Already in drafting stage, at staff level, we learn, are first major attacks since bracket standards fiasco -- proposed rule-making designed to:

(1) Force manufacturers to limit oscillator radiation of receivers to specific figures by specific dates -- an admittedly serious problem previously subject of amicable discussions and planning between industry and FCC. Rule may also stipulate specific intermediate frequency which all set-makers must adopt. (See p. 4.)

(2) Keep manufacturers out of broadcasting, telecasting and/or networking business -- which, in TV, would of course hit them as new-station applicants as well as strike at license renewals of RCA-NBC's 5 outlets, DuMont's 3, Crosley's 3, and one each owned by Empire Coil Co., GE, Sarkes Tarzian, Philco, Stromberg-Carlson, Westinghouse.

Precedent would be anti-newspaper ownership drive of decade ago, which came a cropper but which for several years stopped cold all newspaper applications, grants and purchases and cast doubt on status of stations already so owned.

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Related issue may be Chairman Coy's idea that all TV may eventually have to move to uhf (see p. 4) -- and this one, if really implemented, could arouse as much reaction from the 107 pioneer TV enterprisers as did proposed network time rule (Vol. 6:46). Not to forget "adaptation" by set owners to new uhf channels!

If bracket standards tactic is precedent, Commission might tie these proposals into expected redraft of proposals to end freeze. Thus, industry could be jockeyed into position of lengthening freeze by fighting proposed rules.

FCC master-minding is long range -- at least, among high staff people who do the planning and advising. If end-of-freeze and color pressure are taken off Commission's shoulders by defense production demands, they could very well harass at leisure -- by proposed new rules and in courts and Congress. That is, if present regime survives bi-partisan Congressional onslaught that seems inevitable soon.

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Topics & Trends of TV Trade: If servicing materials and replacement parts are also going to be scarce during 1951, due to raw materials shortages, what should the dealer do about warranties? Shall he continue to offer them, obligating himself far into next year and laying himself open to possible inability to fulfill his servicing obligations?

That's one of toughest questions facing TV industry when shortages really become acute. It's one for the Washington authorities to consider carefully, too, if and when they really clamp down. Servicemen's shortages are not unknown already, but they could become much more rugged later.

Efforts to elicit some answers—from industry sources, since subject hasn't come to attention of Washington yet—get equivocal responses: "We simply don't know." But it was recalled that during World War II, when freeze on radios was ordered for duration, enough materials were allowed to dribble into trade for normal repairs and replacements. And one manufacturing executive observed that the prudent retailer will seriously consider, when the trend becomes clearer, hedging his bank account with sufficient cash from warranties to make good via rebates, if necessary.

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FCC color decision slashed sales, presidents of 5 large New York and Chicago retail TV outlets charged in affidavits filed in Chicago court supporting suit against FCC. Frank Perloff, Friendly Frost Stores (6 stores, N. Y.) attributed 55% drop in TV sales from Oct. 12 to 25, 80% drop after Nov. 1, to FCC choice of CBS color. Milton Chasin, Bedford Radio Sales & Service (7 stores, N. Y.) said his chain's TV business dipped 50% since announcement of FCC order. Harry Lefkowitz, Cortlandt Dept. Store, New York, reported 70% decrease from Oct. 12 to 25, post-Nov. 1 business off 80%. William Blanc, Baim & Blank Inc., Brooklyn, said TV sales fell off 60% from October to November, forcing him to lay off 4 employes, with at least 12 more due to be dropped if slump continues. Richard Hirsch, of Chicago's Hudson-Ross Inc., which has sold 20,000 TVs to date, cited increasing consumer resistance, blamed much of it on wait-for-color statements by CBS president Frank Stanton and Arthur Godfrey.

Dr. DuMont continues ridiculing and castigating CBS color system and FCC decision. Over his network Nov. 15, at annual dinner of Men of Science & Industry, he showed 8-ft. disc and 7½-hp motor needed to give color with 30-in. sets. He also showed viewers what would appear on their screens when CBS color is on air, as graphic illustration of incompatibility.

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Admiral has transferred its TV shows—*Lights Out* on NBC-TV and *Stop the Music* on ABC-TV—from Kudner to Erwin, Wasey & Co. . . . Sylvania TV-radio account was recently switched from Kenyon & Eckhardt to Roy S. Durstine Inc., and its *Beat the Clock* on CBS-TV is reported not renewing because of inability to clear enough stations . . . Packard-Bell to sponsor Pasadena Rose Parade on TV Jan. 1, also has signed for AM broadcasts of *Information Please* in Los Angeles, San Francisco, San Diego, Seattle.

Biggest RCA distributor, Bruno-New York, has organized separate company called Bruno-New York Industries Corp. to engage in war work—similar to operation during last war. Company is equipped to design, engineer and manufacture electronic equipment, spokesman states, and is now seeking prime contracts from Govt. as well as subcontracts.

Avco stockholders Nov. 14 approved increase of $3 par common shares from 10,000,000 to 15,000,000 shares to complete acquisition of Bendix Home Appliances (Vol. 6:34).

Financial & Trade Notes: Allen B. DuMont Laboratories reports net profit of $5,018,000 ($2.08 per share on 2,360,576 common shares) for 40 weeks ending Oct. 8—increase of nearly 200% over earnings in same 1949 period of $1,677,000 (75¢ on 2,101,597 shares). Sales totaled $52,273,000, contrasted with $29,507,000 in first 40 weeks last year. Dr. DuMont told stockholders company has cash balance of more than $13,000,000 and additional credit resources of $5,000,000.

Philco's 1950 earnings will run approximately $335,000,000, president Wm. Balderston told 200 members of financial analyst societies during visit to Philadelphia plant this week. This revises upward previously estimated $300,000,000, would compare with $214,884,000 for 1949. Net profit for this year will exceed $9 per share, without allowance for excess profits tax, said Mr. Balderston, compared with $3.17 in 1949.

Dividends: Motorola declares 10% stock dividend payable Jan. 29 to stock of record Dec. 28, plus special $2 dividend, payable Dec. 18 to stock of record Nov. 30. Last Oct. 16, quarterly rate was raised from 37½¢ to 50¢, with extra of 50¢. Total cash dividend for 1950 thus is $3.75 vs. $1.50 for 1949 . . . Webster-Chicago, 20% stock dividend, plus extra of 50¢, plus regular quarterly of 25¢, payable Dec. 20 to stock of record Dec. 6, making cash payments this year $1.50 vs. 80¢ last year . . . DuMont, 75¢ on A & B common, payable Dec. 20 to holders of record Dec. 5 . . . Hazeltine, $1 on common, payable Dec. 15 to holders of record Dec. 1 . . . P. R. Mallory & Co., 30¢ plus year-end extra of 25¢, both payable Dec. 11 to holders Nov. 20.

Scott Radio, owned since last April by John Meck Industries, reports June-September sales of $928,276, more than 8 times the $110,221 figure for same period last year. Net earnings were $84,903 for 4-month period, compared with loss of $60,653 in same 1949 period.

Sale of WOIC (now WTOP-TV) to *Washington Post*-CBS (Vol. 6:25) gave Macy's a $500,000 profit, president Jack I. Straus told stockholders at annual meeting Nov. 14. Earnings of R. H. Macy & Co. for fiscal year ended July 29 were $6,471,000—$350,000 less than earnings same period last year. Loss was mainly due to WOR-TV operations, said Straus, adding that TV sales were still doing well in November and running ahead of year ago, that extension of intercity connections with Kansas City and Atlanta (where Macy's owns D. G. Taylor Co. and Davison Paxon Co. respectively) should make for more TV sales there.

Last of pre-freeze CP holders, Atlanta's WCON-TV got extension of completion date to Feb. 15, 1951, FCC agreeing to permit 50-kw transmission for propagation studies on Channel 2—provided only tone and test pattern is used. Station is owned by *Atlanta Journal-Constitution* group, also operators of WSB-TV, and plan is to use WCON-TV facilities (changing call letters to WSB-TV) and drop WSB-TV's present Channel 8 when Channel 2 station proves out (Vol. 6:33, 36).

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Among larger unclassified military contracts for electronics equipment announced by Commerce Dept. for week ending Nov. 15: Let through Air Materiel Command, Dayton—Gilfillan Bros., $5,795,180, radar sets; Hallicrafters, $1,492,046, radio receivers; Sheroid Crystal Corp., Lawrence, Kan., $231,000, crystal unit. Let through Navy Electronic Supply Office, Great Lakes, Ill.—GE, $590,920, tubes (120,000 units); Amperex, $412,500, tubes (1500 units); Sylvania, $364,200, tubes (22,000 units); Bomac Laboratories Inc., Beverly, Mass., $243,500, tubes (31,000 units). Raytheon received $1,282,669 in contracts for 29,520 tubes, 30 sonar transducers, through Electronic Supply Office and Air Materiel Command.

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game, he quotes FCC staff memo to effect that RCA is probably holding back uhf because CBS color is a practical color system that could be inaugurated on uhf.

Irony is that no one besides CBS seems to think he needs CBS patents to make field-sequential sets. To date, no one besides Remington-Rand has taken out license from CBS since 1947. CBS's Stanton says: "We're currently concerned with getting sets made, not with patents."

UHF PREDICTIONS—BULLISH AND BEARISH: Brighter uhf prospects emerged from end-of-freeze hearing this week -- even as industry begins ruefully to wonder how long it will be building vhf receivers, let alone uhf stations (see p. 1).

DuMont's T. T. Goldsmith, apparently worried by pessimistic uhf testimony of NBC's Raymond Guy (Vol. 6:43), told how he'd just revisited Bridgeport Nov. 6 to see why he and Guy differed so much.

NBC now has 250-watt experimental Channel 4 signals on air there, to compare with uhf coverage. Dr. Goldsmith said he believes that 13.9-kw uhf and 250-watt vhf give virtually same service -- with uhf even better in some locations. He concluded that Guy erred and that FCC's proposed standards aren't far off in predicting satisfactory service for areas such as Bridgeport.

Question of greater power on uhf (200 kw is assumed by FCC curves) got optimistic answer from consultant A. Earl Cullum. He believes that remarkable transmitting antenna gains of 40 times are quite practical and that phase-to-amplitude 25-kw transmitters (Vol. 6:21,27), using couple of resnatrons, await little more than cash on the barrel-head to bring them forth in not too distant future.

Cross-examination should conclude next week. Next question, to be taken up Nov. 27, is educational channels; it shouldn't take long. After that, it's up to FCC to decide whether to issue decision on general issues or to start hearing on specific city allocations, reserving entire decision until whole record is closed.

Station Accounts: Unnamed business man, revealed only as a Baltimore contractor, turned up as sponsor of WAAM's telecast Nov. 18 of DuMont co-op Yale-Princeton game, all "commercials" being contributed to worthy causes like Red Cross, Xmas Seals, Cerebral Palsy Assn., etc. . . . Unique sponsorship on Philadelphia's WPTZ, by big men's clothing store, Ward & Ward, uses Ethel Foster, veteran local TV personality, appealing to women in show titled *For Men Only*, Tue. & Thu. 3:45-4, selling men's wear and accessories usually purchased by women for the man of the family . . . New accounts on WABD, New York, include Gem Packing Co. (Gem Oil), thru Emil Mogul; Douglas Aircraft Co., thru J. Walter Thompson; Hudnut Sales Co. (Richard Hudnut salon), thru G. Lynn Sumner . . . Among other advertisers reported currently using or planning to use TV (agencies New York unless otherwise specified): Citation Hat Co., thru Jones Frankel, Chicago; Hoben Candy Corp., Ashley, Ill. (Hoben's chocolate malted), thru Grant Adv., Dallas; John H. Swisher & Sons (King Edward cigars), thru Newman, Lynde & Associates, Jacksonville; A. C. Weber & Co. (Pfaff sewing machines), thru Lazarus & Co., Chicago; Milford Farms Inc., Milford, Pa. (Saladier French dressing mix) thru Bass & Co.; Rabbit Packers of California, thru Newton A. Free, Los Angeles; Ball Brothers Co. (fruit jars, jelly glasses, etc.), thru Applegate Adv. Agency, Muncie, Ind.

Network Accounts: Swift & Co. in December starts 2 participations in *Saturday Night Revue* on NBC-TV, Sat. 8-10:30, picking up spots vacated by Johnson's Wax and Whitman's Chocolates . . . Allis-Chalmers Mfg. Co. Nov. 28 sponsors International Livestock Exposition on 44 NBC-TV stations, Tue. 3-4 . . . Standard Brands Inc. Nov. 16 began sponsoring Thu. 5-5:15 edition of *The NBC Comics* . . . Glidden Co., Durkee Famous Foods Div. (margarine, dressings, shortening), has bought Wed. 4:30-4:45 segment of NBC-TV's *Kate Smith Hour* . . . Magnavox Co. Dec. 8 cancels *Magnavox Theatre* on CBS-TV, alternate Fri. 9-10; Goodyear reported probably taking period . . . Bigelow-Sanford Carpet Co. Dec. 8 starts filmed dramatic show on CBS-TV, Sun. 6-6:30 . . . Carter Products Inc. (Rise shave lather) has purchased 10-10:15, Eversharp Inc. (Schick razors) 10:15-10:30 portions of DuMont's *Saturday Night at the Garden*, 8:30-11; show is now out.

Federated NAB idea (Vol. 5:29) was revived by its board this week when it approved setting up an autonomous TV board and separate memberships for TV stations. Present NAB board would become responsible solely for AM-FM, new board for TV. Latter begins with present nucleus of 42 TV stations and will invite all others to join. Unspoken, but definitely in mind, is an invitation once again to TBA to come under NAB's "one big tent". TBA president Jack Poppele is not standing for reelection, but TBA this week said it plans expansion, including enlargement of board from 9 to 12 members.

First move in NAB plan is TV convention in Chicago, probably early in 1951, to elect board, set up dues structure, decide on allocations of dues for NAB services such as research, govt. & employe relations, engineering, etc. Plan is for NAB's TV director, Charles Batson, to remain as head of TV activities.

Plan has been approved by several NAB district meetings, was sponsored by board members Robert Swezey, WDSU & WDSU-TV, New Orleans, and Eugene Thomas, WOR-TV, New York. Adding weight to idea was fact many TV stations are now grossing more than their AM parents, that TV needs would tax NAB facilities and personnel, that some AM members are grousing about association money spent on TV matters regarded of no value to them—in some cases, even benefiting a competing medium.

Note: NAB board set 1951 "workshop level" annual convention April 15-18 in Chicago's Stevens Hotel.

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Harriet Van Horne, World-Telegram & Sun. "Excellent. In fact, it's almost as good as the network's press agents claim it is." -- Joseph Guilfoyle, Wall St. Journal.

Man-in-the-street and VIPs alike agreed, with minor dissents. There were a few complaints about small screen, and magnifiers. Some sharp-eyed observers noted that details tend to blur on long shots, thus recognizing system's low resolution. Brightness must have been turned up on some sets greater than during Washington demonstrations, since we noticed occasional slight flicker. But over-all effect was breath-taking to those seeing pictures for first time.

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Ten sets were demonstrated, including Tele-tone converter and 5 Remington-Rand industrial units. Former was 7-in. "companion" unit, blown up to 10-in. Colors on it were pretty good except for tendency towards green tinge -- apparently due to slightly inaccurate choice of filter hues. Anti-CBS camp is mightily worked up over calling companion units "converters," since they're really almost complete new sets lacking only RF and audio. Tele-tone unit has 12-13 tubes. "Any color system is equally convertible that way," they grumble.

CBS officials were gleeful during press showing Nov. 13, president Stanton telling us "no affiliate has said it won't take any color and most have said they will." He reported that Jacksonville's WMBR-TV and Birmingham's WAFM-TV had each ordered 2 camera chains from Remington-Rand, that color networking would expand rapidly. V.p. Adrian Murphy predicted that big manufacturers would soon capitulate. Inventor Dr. Peter Goldmark happily reported work on color "drum" to permit larger picture is in "good stage of development."

Gimbel's captured headlines by getting 2 sets from CBS, displaying them to enthusiastic thousands. Various TV dealers were busily announcing "firsts," showing home-made converters.

But court's order slowed band-wagon considerably as week progressed -- though not to complete stop by any means. Off-the-air and closed-circuit demonstrations will continue under "experimental" license in New York. Other cities will be added later, CBS says. However, commercialization is out; CBS had several sponsors, including General Mills, lined up to sponsor Nov. 20 initial commercial telecasts.

Presumably, on-air colorcasts are also verboten during regular operating hours, same as with RCA's system (Vol. 6:42). Whether court order will postpone CBS's proposed manufacturing, advertising "clinics", etc. isn't known yet.

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CBS's manufacturing allies are in a swivet, naturally. Tele-tone's S. W. Gross says his plans depend primarily on timing. "If the final decision by the Supreme Court isn't too far off, that's one thing," he said, "if it's a year, that's another." And he surveyed raw materials situation gloomily: "Who knows? In another year, we may not be making any sets. Yesterday, dealers were cutting set prices, tomorrow sets may turn into gold. Typical of our business, I guess."

Webster-Chicago's C. P. Cushway says it's much too early to tell what to do. Timing is the problem, he also says.

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Congressional investigation by Sen. Johnson's committee or any other (Vol. 6:45) is considered unlikely in immediate future, since Congress almost never touches cases pending in courts. But if anyone thinks he can predict Johnson, he doesn't know the man. Yet, if Johnson does want investigation now, he may have difficulty talking colleagues into it, for many Senators are known to deplore color decision. Sen. Taft, for example, is known to have talked to Comr. Jones for an hour, in vain, in effort to show him Commission's lack of wisdom.

Sen. Johnson's correspondence with FCC and CBS, released this week following subpena by Pilot (Vol. 6:45), reveals few novel factors. Almost all of it has been released before. Sen. Johnson also released correspondence with RCA.

Abundantly clear throughout is Sen. Johnson's intention and hope of cutting down RCA by getting CBS color adopted, thus giving value to non-RCA patents. It's apparent his prodding got patent issue into color hearing. At one point, early in

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system or risk losing licenses. "We take it the FCC is not joking, your honors."

He concluded by pointing to "softening market," attributing it to FCC decision and warning that whole FCC affair will turn into "expensive fiasco."

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FCC-Govt.-CBS case was simple -- FCC found RCA color system no good. After exhaustive hearings, lawyers told court, it was evident to unanimous Commission that RCA system had basic defects, whereas CBS had produced a workable system.

RCA-NBC are required to do nothing, said FCC's Max Goldman and CBS's Samuel Rosenman, while CBS is "incurring economic disadvantage" in colorcasting. And, if RCA's sales are off, company can do as Muntz and others have -- promise to make sets adaptable and convertible and thereby increase sales.

Goldman explained color is only part of larger proceedings designed to bring TV to entire country. That's one big reason for haste, he explained. RCA doesn't want multiple standards, he argued: "It's an afterthought, raised here for the first time." There's no injury to RCA, he insisted, pointing to 1,000,000 sets sold since decision. Judge Rosenman also scoffed at "irreparable injury" claims, attributed any letdown in demand for receivers to higher prices, credit controls, excise tax.

Dept. of Justice's John Baecher made these arguments: Public interest determination of FCC is not subject to judicial review; color is supplemental, doesn't replace black-and-white; court doesn't have power to permit "dual color standards" since that would be assumption of licensing power; Sen. Johnson was perfectly within his rights in assuming "dynamic leadership" in his prodding of FCC; attacks on Johnson and Chapin are "shocking, irregular and irresponsible."

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CBS has good color, RCA doesn't -- that was Judge Rosenman's main argument, presented smoothly and clearly. "RCA can do nothing with its system in the foreseeable future," he said. He defended bracket standards as "statesmanlike way to keep incompatibility from killing color."

Judges didn't want to get technical, but asked a few technical questions anyway. They wondered why CBS picture size is limited. Judge Major said he thought color wheel "seems something like a circular saw." Judge Rosenman hastened to assure him there's nothing dangerous about disc.

Twice, court was treated to "real" reasons behind decision, pro and con. Judge Rosenman shook his finger at RCA and allied counsel, and said:

"The fight here is between the set makers and the people of the United States. They're determined not to give the public color until everyone has a black-and-white set."

And -- decision was predetermined by pressure from Sen. Johnson, shouted Pilot counsel Harry K. Smith, relating how Johnson had demanded adoption of color after seeing CBS demonstration in Washington Armory. He told of "threatening" telegram received from Johnson this week, saying "it is likely that those believed to be the conspirators will be called before this committee..."

Court seemed more amused than excited by Smith's dramatic charges, asked him "how does all this concern this court?"

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Meanwhile, CBS was wowing them in New York with demonstrations which will continue unaffected by court ruling -- although commercialization and networking are off indefinitely.

Terrific response from press and public encouraged CBS president Frank Stanton to express confidence courts will give its system final go-ahead. Full-page ads heralded start of demonstrations same day as court case opened. Life Magazine currently devotes color page and several columns of comments on New York demonstrations, and Time is preparing "cover story" featuring Stanton and CBS color.

Typical quotes from New York radio editors:

"Striking in its appeal. By comparison, the black-and-white pictures of today seem flat and unexciting." -- Jack Gould, Times. "Lush and opulent and dripped with sheer beauty." -- Sid Shalit, News. "Warm, vivid and wonderfully alive." --

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for somewhat more expense a converter can be added to receive the color transmissions in color.

"(4) Receivers which have adapters or converters added after they are manufactured and sold are likely to be more expensive when so adapted or converted and are not likely to operate as satisfactorily as a receiver which has the adapter or color equipment built in at the factory."

Chairman Coy's intention to fight hasn't lessened. Even before court decision, he was reported to have gathered rest of commissioners together, informing them of resolve to battle unceasingly, even to fight for renomination and reappointment upon expiration of his term in June, if necessary. He also dined with NAB board Wednesday, and in long question-and-answer session reportedly told members he isn't disposed to back down.

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Both Govt. and CBS lawyers got off to wrong start by insisting on haste at very outset. In fact, court asked parties to agree on some delay before arguments even started. But defendants obviously irritated court with adamant, "No, sir."

Court was packed with counsel for FCC, CBS, Govt., RCA and its 7 intervenors (Vol. 6:45), plus lawyers and executives of non-participating companies. It soon became apparent that this was a cause celebre, and judges were quick to perceive it.

Star performer was undoubtedly Judge Rifkind, who spoke for all intervenors save IBEW Local 1031 and Pilot -- though 2-day argument sparkled with legal brilliance on both sides. Judge Rifkind began by expressing utter astonishment and exasperation over FCC's decision, bracket standards, and defendants' demands that court decide immediately.

"Color is fine," he said, "but it's not that important." He told of 60% drop in Emerson's order backlog, of employe layoffs, of defense-manpower-materials problems, of FCC's worries about inadequacies in CBS system in First Report which "disappeared" in Second Report. Judge Major seems concerned about latter factor.

Judge Rifkind described bracket standards as something "like asking a tailor to make an overcoat that will fit you and your small daughter at the same time," evoking burst of laughter. Not only had no one made such sets, or suggested them during FCC hearing, he said, but FCC didn't even consider field-testing them.

"My client has to maintain a decent reputation," he said, "and it doesn't want to charge the public for something it may never use and which may become obsolete." To CBS argument that there's no compatibility problem in new TV areas to come, he answered:

"My good friend Judge Rosenman is no salesman. He wants us to sell color sets in areas where there is no television. That's a very remarkable feat...The FCC has acted against the unwritten provision of the Communications Act -- common sense."

Judge Rifkind gave short shrift to govt. claim that public interest aspects of case are not subject to judicial review. Admitted were many affidavits -- largely from dealers -- attesting to "irreparable injury."

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RCA's big pitches were for multiple standards -- its own system to compete with CBS's -- and against incompatibility and the mechanical, small-screen and other aspects of CBS system. Chief counsel John Cahill insisted FCC had no right to exclude RCA system, and quoted CBS's Dr. Goldmark to effect that "nobody would be hurt" if a compatible system were adopted. To prove "monopoly" aspect of CBS system, he quoted from its ads in that day's New York newspapers referring to fact its system was one approved by FCC for "all" commercial color.

Cahill warned of a $1.5 billion "tax" on public for "degraded" adaptation to CBS and for conversion. Some of his other arguments:

FCC ignored experts, including Condon Committee; leaned on prejudiced engineer (Chapin) who invented adapter switch; is not permitted "to deprive public of continuity of service"; and "turned a deaf ear to improvements in the RCA system."

RCA will lose customer goodwill if it makes CBS sets, Cahill told court. As for "permissive" nature of colorcasting, he said, NBC would have to transmit CBS

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COURT ENDANGERS SUCCESS OF CBS COLOR: Even as CBS was pulling all stops to win New York favor for its FCC-approved system of color TV, a 3-judge Federal court in Chicago this week stayed FCC's decision and caught CBS off-balance with a ruling staggering in its implication -- indefinite delay in commercialization.

With drastic defense cuts threatening TV-radio production -- color, black-and-white, or what-have-you (see p. 1) -- and with compatible systems reported making progress -- delay forced by the court could even prove fatal to CBS color.

"We're not impressed with the argument of haste," said the court, in ordering an unappealable delay in form of a "temporary restraining order." Judges simply decreed that FCC's decision (allowing commercial color Nov. 20) must remain suspended until they have time to study merits of the case and determine whether an injunction should be issued.

This frustration went beyond worst fears of CBS advocates. Had court quickly granted injunction RCA sought, ruling could have been rushed to U.S. Supreme Court where it would have received high priority. Now, everything stands still while Chicago court studies. And the senior judge, J. Earl Major, made it clear this will take time, when he said:

"We've got to have time and we're going to have time -- not just a few days, either. There's nothing magic about Nov. 20 or even Dec. 20." But what really left CBS proponents pale and shocked was this comment by Judge Major:

"If I were a manufacturer, I know I wouldn't make any color sets until the Supreme Court ruled the FCC's decision valid." He went on to observe that, if color adapters, converters and receivers were sold pending appeal and if Supreme Court reversed FCC decision, public would be stuck with just that much expenditure -- drawing admission to that effect from CBS counsel.

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Just how much time will elapse for final adjudication is impossible to say -- but here's usual modus operandi, as explained by Emerson counsel Simon Rifkind, himself a recent Federal district judge:

Either side may now ask actual trial before court, but this seldom happens. Court usually accepts affidavits and briefs, may hear further arguments if it wishes, then make decision. In this case, 30-60 days may well elapse before decision. Then appeal to Supreme Court usually gets 30-60 days allowed for preparation.

Supreme Court generally seeks to hear such cases during same term heard by special 3-judge court. However, it would take considerable expediting to get final adjudication before customary June adjournment.

Thus, net of legal maneuvering is that CBS's commercial color is clearly tripped for several months, perhaps until next spring; that one side or other could in meantime drop case (scarcely conceivable); that RCA and/or others may be able to bring forth acceptable compatible systems and demand reopening of FCC hearing or grant of "dual standards".

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FCC doesn't believe delay will be long. In fact, it issued public statement Thursday "to keep the public advised concerning the exact status of color television". It read, in part:

"The Commission is confident that once the judicial process is completed -- and the process should not be too long delayed since cases of this sort are given priority of handling in the court by operation of law -- the order of the Commission will be fully sustained." Then, it offered its first advice to public, somewhat tentatively and indirectly, about buying sets now:

"(1) Television receivers of the type heretofore manufactured will continue to receive black and white programs transmitted in accordance with the present standards.

"(2) They will not be able to receive programs from the color transmissions under the CBS field sequential system when they are on the air.

"(3) Such receivers can be adapted to receive the new color transmissions under the CBS field sequential system in black and white by adding an adapter and

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Trade Report
November 11, 1950

SET SALES DIP IN MARKET REACTION: Many "soft spots" are rearing their unwelcome heads on TV sales maps -- some of them very soft, indeed. Reaction has set in, apparently, in wake of lush pre-excise tax trade.

Sales are dropping. There's no mistaking dip since Nov. 1 -- but it was more or less expected. It was almost too much to expect receivers to continue to move at such swift pace indefinitely.

Consensus seems to be that Thanksgiving-to-Christmas will see boom trade again. After that -- the effects of shortages, induced by govt. restrictions and war orders, may serve to put a brake on boom TV production anyhow, some say.

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Regulation W, higher prices and color are the prime retarding factors. The first is being countered in various ways, chiefly "layaway" plans; second has been forced by higher costs and new tax. Color is said to be keeping some people from buying -- but leading more to "buying down."

"Buying down" means customer is inclining toward low-end items, telling clerks: "Why spend $500 and $600 for a set when I'll probably buy a color set soon. No, I think I'll keep this purchase as low as possible."

Biggest single factor is credit controls, though there's still plenty of purchasing power and upper-class trade that can pay cash or fork out the higher down payment. Gaining in popularity is the "layaway" idea (Vol. 6:42) by which customer puts down as little as $1 to $5 and store holds set until, through weekly payments, required 25% down is paid; then he gets set, keeps up required 15-month payments.

Rash of "Buy Now Before Excise Tax" ads pre-Nov. 1 has been followed up by ads offering "No Tax on Inventory, We Sell at Pre-Tax Prices." How long this can continue, is questionable. Also, there's fear public will react unfavorably.

Home furnishings trade reports dollar volume for first 5 selling days in November ran 20-25% behind same time last year, TV sales for all October 2-3% behind last year. "With the excise tax buying spur no longer a factor," reported Nov. 8 New York Times, quoting head of one important store, "retail TV sales are again at a standstill."

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Color impact is deemed secondary. In Los Angeles' big Barker Bros. store, Tele-tone showed its "slave" unit for color conversion and got this reaction, according to Nov. 7 Retailing Daily: Set-on-top-of-set unattractive, picture too small (7½-in. magnified), promised price of "under $200" not too bad.

Observed Hoffman Radio's Leslie Hoffman, visiting in East a few days later: "It sold a lot of black-and-white sets." It's his belief black-and-white sets, placed and priced alongside converted and/or color sets, will gain by the comparison and that the industry is doing too much "talking down" color, not enough "talking up" present product.

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Meanwhile, nobody is talking cutbacks in production -- except as these may be forced, involuntarily, by raw materials restrictions and components shortages. As matter of fact, every TV-radio factory is still turning out every set it can, while anticipating the worst. To meet components shortages, imports from Canada are increasing, and several companies have sent emissaries to Europe to seek out components. Said to be in plentiful supply at moment are cabinets and CR tubes.

First November week's output, reported by RTMA for entire industry, went to 218,378 TVs, exceeded as record by only one October week (Vol. 6:44) and bringing 1950 production thus far to just about 6,000,000. Radios totaled 365,751, also exceeded as record by only one October week.

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its own interest in the CBS system will be far better for the industry and for the public...We should feel indebted to CBS in the long run for having created the demand for color units. It's still not too late to get together and present a united front for progress in the industry." He also believes that "CBS, which has so much to gain if its method succeeds, should help some of the manufacturers of components absorb tooling costs on necessary mechanical parts, of which there is no supply."

What CBS has to gain, if any sizable production develops, is a good question. "Patents are a controversial subject and I'd rather not talk about them," says one of CBS's manufacturing allies. CBS says it is quite satisfied with its patent position. Other patent experts state flatly: "CBS has nothing to sell."

Another angle on finances of CBS, whose earnings are best ever (see Financial & Trade Reports), is that excess profits tax could encourage it to spend very heavily on color promotion.

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Guerilla fighting on color issue, which seldom hits newspapers, is really rugged. Important Vendors Relations Committee of National Retail Dry Goods Assn. (mainly dept. stores) called in CBS and RCA representatives for straight facts on what to tell prospective TV customers. CBS produced president Frank Stanton and v.p. Adrian Murphy; RCA sent distribution v.p. Robert A. Seidel and v.p. Joseph Heffernan, general attorney.

Reports of what happened are conflicting. One had Stanton with "committee eating out of his hand", other had him apologizing for his and Godfrey's "wait 6 months" broadcasts (Vol. 6:42-44).

But reliable NRDGA spokesman had this to say after meeting: "Looks like it's still black-and-white for a long time." He quoted from Oct. 20 bulletin to members, to this effect: (1) Color is on the way. (2) It will be some time before there will be a substantial number of sponsors. (3) Sets can be adapted for about $20, converted for about $70. (4) Color picture is limited to 12½-in. (5) Black-and-white is not a poor investment. And, he added: "There's no reason to change those recommendations because of the meeting."

CBS is reported having lots more trouble clearing time for network shows since color decision. Coolness of stations is said (by Billboard) to be responsible for cancellation of hour-long Walt Disney film scheduled for Christmas sponsorship by Coca-Cola; it went to NBC-TV (Vol. 6:44).

Dr. Allen DuMont continues his slash-bang attack on decision. On Wed., Nov. 15, 8:30-9, before national meeting of Men of Science and Industry in Waldorf-Astoria, he has announced, he'll take another swing at FCC-CBS. His appearance will be carried by DuMont network, include demonstration of whirling disc converter. Among guests will be presidential assistant Dr. John R. Steelman and Bureau of Standards director Dr. Edward U. Condon.

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Novel sidelight on color decision: FCC left out a basic factor in its order amending engineering standards to permit CBS colorcasting. This is specification of "reference white." CBS had specified exact standard during hearing, but FCC must have simply forgotten. This has exasperated industry engineers who say that one glance at standards by any engineer could have saved FCC needless embarrassment.

Tri-color tube developer Charles Willard Geer (Vol. 5:42,45), in speech at University of Southern California this week, advised public to "use the same good common sense in buying TV as in purchasing a car." He pointed out that people don't rush out to get rid of their cars when they hear of a new automatic transmission or developmental work on diesel engines for autos.

Startling claims of color conversion on any set, simply through addition of one receiving tube, are reportedly made by Dr. Jenny W. Bramley, mathematician recently appointed to faculty of Monmouth Junior College, Long Branch, N. J. She says she has patented invention involving secondary electron emission. Story is reminiscent of claims of one Charles A. Birch-Field, Hamden, Conn., who said he had tube to convert AM sets to TV (Vol. 4:44).

Color photography expert Leopold Godowsky, co-developer of Eastman's Kodachrome, compared color TV and photographic systems, concluded dot-sequential system most promising. In Rochester speech this week, he said: "It seems to me, and you do not have to be an electronic engineer to recognize the fact, that in a color TV system where the so-called dot-sequential system is an inherent part of electronics, this autochrome counterpart has all the photographic advantages without the disadvantages."

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FCC hasn't formally asked Paramount-Chromatic to supply CBS with its Lawrence tube (Vol. 6:18-36), but there have been nudgings. CBS, of course, keeps nagging for sample. Paramount-Chromatic official says: "Each new tube we get is better than the last. We may be able to offer them one in a few weeks." Tube has never been shown to press or public, though it was first reported 7 months ago.

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Will public stop buying black-and-white? That's still 90% of the riddle. There's definitely a slump in the wind (see Trade Reports) -- perhaps temporary and probably due more to credit controls than to color. But if and when color becomes clearly responsible for any substantial sag, which could happen in New York next week, the new Congress will undoubtedly be deafened by agonized yelps from those hurt first -- the manufacturers and the retailers.

In forecasting public reaction, major criterion obviously is not whether people will buy color -- because there isn't any to buy, yet -- but whether publicity and demonstrations will deter them from black-and-white. First color offered for sale will be converters, but it's safe prediction that industry's abortive experience with radio converters (FM, shortwave) will be repeated. Novelty may sell a few, but mass market won't accept makeshifts -- and it buys on price.

Price of color will be high and likely to stay that way unless demand eventually fosters mass production. Some facts on prices are finally available, now that some manufacturers have studied costs.

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Webster-Chicago's executive v.p. C. P. Cushway frankly says first production, due "shortly after mid-December," will be 10-in. "companion" table model converters retailing for $150-$175. They'll utilize 7 or 10-in. tubes. Later, a converter to go in front of existing sets is planned for "under $100." There are no plans for adapters or complete color sets. Company will sell to consumers as well as to manufacturers -- as it does its record-changers. It also has orders for converters to be used as station monitors "from quite a few stations, not a 100 or 50, but quite a few."

"I want to make one thing clear," states Mr. Cushway. "We're not proponents of CBS. We'll cooperate with anybody's color system if we can see a legitimate dollar in it. Our initial color production will be very modest. It will be geared to demand only, and built up as demand requires."

Demand is Tele-tone's sole criterion, says president S. W. Gross. First production, due in January, will be 12½-in., no prices estimated. Later, 10-in. "leader" is scheduled. Company plans "companion" converters only, no adapters.

Mr. Gross sees no unusual difficulty in shifting production emphasis between color and monochrome as demand indicates. Nor does he find color parts exceptionally scarce.

One reason "companion" converters are stressed, rather than front-of-the-set wheels (aside from sheer awkwardness), is that companion units allow far greater flexibility. For example, companion sets can use great variety of motors while other converters need hard-to-get "pancake" types.

Others planning on converter production -- actually, avowedly or simply rumored: Celomat, Hallicrafters, Natalie Kalmus, Muntz, Spellman Television Co., Westinghouse, Raytheon, Bendix, Majestic, Television Equipment Co., Meck, Video Corp., Starrett. There are undoubtedly others, but facts and assertions are almost impossible to segregate. Some sizable producers report they cannot honestly say their sets can be converted without bringing them back to factory.

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John Meck says he's "changed his mind." He has decided CBS system is practical, "though it may not be the ultimate in color transmission." So he states he's building his sets with adapter plugs, and plans to make companion "add-a-color" unit "as soon as production schedules permit."

"We may not agree with the technical details of the CBS system or the method used to publicize it, " he said, "but a unified effort to let the public determine

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have already been affected by color edict. It's one of biggest unions in field, embraces 18,000 members in plants of Admiral, Wells-Gardner, Jefferson Electric, Rauland (Zenith), Oak Mfg. Co., Standard Transformer Co., American Phenolic Corp.

Emerson's president Ben Abrams issued blistering attack on Friday on what he called "an unreasonable abuse of the Commission's mandate under the law to foist upon the public a system of color TV which these [9,000,000 sets-in-use] are not able to receive." Mr. Abrams said Emerson primarily wants to insure that color won't be frozen with "extensive and expensive adaptation." He denounced CBS's "whirling disc" which he said would be "short-lived" and "soon superseded." He said public should have chance to choose between CBS and RCA systems "at the very least."

Pilot served subpenas on FCC and CBS, demanding they produce all correspondence with Senator Johnson, who, company says, "evinced far more than a legislative interest in the controversy." Johnson, from Colorado, wired FCC and CBS that he hopes "every shred of correspondence...will be made a matter of public record. I have nothing to hide and nothing to cover up. In addition, I believe it would be well for Pilot to make full disclosures of meetings, correspondence and understandings between them and other TV manufacturers in relation to color." At week's end, Pilot said it was preparing response.

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FCC's request that RCA give tri-color tube to CBS (Vol. 6:44) brought a rasping reply from president Frank Folsom. Publicity-wise, it was a coup, though it infuriated some commissioners.

"We were both shocked and surprised at your request," wrote Folsom. "Already it is evident that your attempt to force an incompatible color TV system on the American public has backfired...

"On July 31 and again on Oct. 4 we offered to show you our improvements in the RCA tri-color tubes. The first offer you ignored and the other you rejected. Now after your decision has been made you write us that you are 'pleased to note the progress' we have made...

"But what you ask us to do amounts to a request that our stockholders bear the heavy cost of color TV research and transfer the benefits to a private interest ...In this connection it is to be recalled that CBS has sworn that it 'expects to receive substantial revenues of many millions of dollars' as a result of your order adopting its system...

"If this kind of thing goes in America, the Phillies certainly missed a bet in the last world series. They should have asked the Yanks for Joe DiMaggio...As soon as we can produce tri-color tubes that can form the basis for commercial design and factory production, we will, as we have previously said, make such tubes generally available."

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That "Joe DiMaggio" line caught fancy of headline writers, while editorialists of at least 3 papers -- N.Y. World-Telegram, Chicago Tribune, Washington Star -- agreed vehemently with RCA.

Commentator-columnist Fulton Lewis Jr. wrote: "A spinning wheel is sending the TV industry into a tailspin...A Congressional investigation of the TV mess can be forecast with certainty." He makes a pitch for competition among systems. Ex-Senator Joe Ball wrote in his Washington newsletter: "For sheer, unmitigated gall, the FCC 'request' to RCA that it make its electronic color tube for TV available to CBS takes the cake...Radio-TV industry generally feels FCC has gone power-crazy and is trying to wield authority never given it by Congress."

Reaction to RCA reply from one commissioner of the three who sent request to RCA -- Sterling, Walker, Webster:

"It was a snotty letter. That's my opinion. I don't mean that they have to agree with us. They could have said the same thing in polite language. We wrote a polite letter. It's just a hell of a response from such an organization."

Commission hasn't yet considered whether to jump down RCA's throat, though may, considering Mr. Coy's scathing letter to Hallicrafters last week (Vol. 6:44).

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COLOR CLIMAX IN CHICAGO & NEW YORK: Another peak in the color crisis comes next week when RCA, et al, take issue to Chicago court and CBS takes it to New York public -- while political front rumbles.

RCA is picking up more allies as it heads for Nov. 14 argument before the 3-judge Federal district court (Vol. 6:44). This week, roster of intervenors on RCA side rose to 7, including manufacturers Emerson, Pilot, Radio Craftsmen Inc., Sightmaster, Wells-Gardner; IBEW (AFL) Local 1031, and Chicago Television Installation Service Assn. Their intervention is subject to court approval, to be passed upon before opening arguments. Earlier, court had granted CBS permission to intervene on side of FCC.

Judge Phillip Sullivan promised quick action. He said argument will be limited to 3 hours each side "because of the urgency of the matter, and there may well be a decision from the bench after arguments."

FCC lawyers insist RCA can't possibly win ultimately, since Commission's "legislative" powers are so broad. But they do consider it possible that various delaying tactics can postpone start of commercial color for several months. However, they point out that extensive "experimental" telecasts can be conducted by CBS, such as it plans to do next week in New York.

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CBS starts public demonstrations same day as court argument, scheduling five 15-minute shows daily -- at 11, 12, 1, 4, 6 -- first 2 from WCBS-TV, rest closed-circuit. These will be sustaining, since commercial authorization isn't effective until Nov. 20. Showings will be on 10 receivers at 401 Fifth Ave. CBS says it passed out 12,250 tickets first day, can accommodate 450 viewers per performance.

"Sneak preview" at Tele-tone plant Friday greatly impressed New York Times Jack Gould. He was permitted to operate 7-in. "companion" converter, blown up to 10-in. It was "simplicity itself," he wrote Nov. 11. "The images had exceptional color fidelity. More than 10 pastel shadings were distinguishable. Switching between black-and-white programs on other stations and the CBS telecast left no doubt of the greater appeal of color..."

Converter was connected by removing one receiving tube in monochrome set, plugging converter into socket and plugging tube into converter receptacle. Cost of converter wasn't given, but Gould mentioned previous estimates of around $140.

Black-and-white reception of color, he said, "had obvious loss of definition compared with present monochrome but was by no means unusable."

Washington's WTOP-TV will be only station picking up color week of Nov. 20, but CBS says its affiliates will join up later in these cities: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Dayton, Detroit, Louisville, Philadelphia. Nov. 20 show runs noon-1 p.m., features Arthur Godfrey. Thereafter, schedule is 11 a.m.-1 p.m.

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Notable array of legal talent due to participate in the court case reflects seriousness with which industry takes case. Emerson's chief counsel is Judge Simon H. Rifkind, recently resigned as Federal judge for southern district of New York, now partner in New York-Washington law firm of Paul, Weiss, Rifkind, Wharton & Garrison; in same firm is Brig. Gen. Telford Taylor, onetime FCC general counsel who was prosecutor of the Nuremberg war crimes cases. Emerson's Chicago counsel are Nash, Ahern & McNally.

RCA is represented by Cahill, Gordon, Zachry & Reindel, New York, and Kirkland, Fleming, Green, Martin & Ellis, Chicago. CBS top counsel will again be Judge Samuel I. Rosenman, of Rosenman, Goldmark, Colin & Kaye, New York; Chicago counsel are Arvey, Hodes & Mantynband.

Other counsel are: for Pilot, Mnuchin & Smith, New York, and Schapiro & Schiff, Chicago; for Radio Craftsmen, Kelly, Kelly & Kelly, Chicago; for Sightmaster, Carl Pomerance, Chicago; for Wells-Gardner, Righeimer & Righeimer, Chicago; for IBEW Local 1031, Jacobs & Kamin, Chicago; for CTISA, Schradzke & Gould, Chicago.

IBEW Local 1031 worded its complaint particularly strongly, claiming to speak "from viewpoint of workers in the factories and set owners" who, it claims,

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nsulting engineering firm of Weldon & Carr and director of communications for d Nations; Donald Fink, editor of Electronics Magazine and an outstanding tech- authority on TV; Neville Miller, Washington radio attorney, onetime Mayor of sville, former head of National Assn. of Broadcasters, intimate of Vice Presi- Barkley.

Since manufacturers have become extremely "Washington conscious" in recent ns, particularly since the ill-starred "brackets standards" squeeze, their ence will certainly be exerted to get someone who knows their industry. Unlike telecasters, most hold no licenses from FCC -- so aren't afraid to speak their s quite openly.

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If there's Congressional probe, it's likely to be on House side -- before Crosser's Committee on Interstate & Foreign Commerce. He's a Cleveland Demo- reelected. His committee has lost 5 Democrats, no Republicams -- namely Rep. inkle, of N.C. (deceased); Reps. Sadowski, Mich.; Biemiller, Wis.; Wilson, .; Linehan, Ill. (defeated). Since Senator Johnson has supported FCC decision, e's little expectation of investigation by his committee. That committee lost Senator Myers (D-Pa.) in last week's election.

Note: Apparently defeated for Senator from Connecticut by Democratic incum- William Benton was Prescott S. Bush, member of CBS board of directors and part- in Brown Bros. Harriman & Co. Race was close, and recount is in progress.

UHF HEARING MAKING RECORD TIME: Final phase of end-of-freeze hearing (specific allocations) should begin by first December week. Present phase, general es, is just about cleaned up, with direct testimony all in except for discussion educational channel question to start Nov. 27. Hearing resumes Nov. 16 with be- ing of cross-examination which should wind up in 2-3 days.

Dwindled attendance, of both Commission and industry, was striking. As dis- sion devolved into almost pure technicalities, with "db" winning award as most- en-mentioned expression, only Comrs. Webster and Sterling were on hand most of time and audience petered out to mere dozen or so.

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"Flexibility" seemed keynote of week. Neither FCC nor industry wants allo- ion to be "straight-jacket," but they approach question from different angles. ustry leans towards allowing room for more stations; Commission wants to insure ure improvements in receivers.

JTAC's Donald Fink strongly endorsed offset-carrier, using poll of 21 sta- ns employing it to back up argument. Westinghouse's Ralph Harmon also gave offset nod and added pitch for directional antennas. FCC's own Edward Allen, while not ectly advocating use of offset as allocation tool, seemed to favor it.

Good performance of present-day receivers in regard to adjacent-channel blems, according to NTSC witnesses, lent strength to contention of many engineers t FCC's proposed adjacent-channel separation of stations (110 miles vhf, 100 uhf) too great; 75 miles is most commonly mentioned.

FCC's own concern about flexibility is this: Its proposed allocation has y 2 kinds of protection -- co-channel and adjacent-channel. If it builds an ocation around a specific intermediate frequency -- to minimize oscillator radia- on, images, intermodulation, etc. -- will manufacturers be hampered in receiver velopment?

Fink thought not: "The use of an IF as a basis for an allocation has so much recommend it that even if it precluded a change in IF for all future time, that uld not be as serious a disadvantage as the advantage gained in the first place."

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Uhf was put in proper perspective, many thought, by Westinghouse's common- nse Harmon. To balance his pessimistic propagation findings in hilly Pittsburgh ol. 5:42,50), he introduced new data on Ft. Wayne, in level country.

Here's his estimated coverage of latter area, using 508 mc, 462 ft., 165 kw

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Aluminum order should be considered guidepost for electronics industry, should be studied as to what can be expected on copper, nickel.

First "end use" restriction by NPA may be on cobalt, used in making speaker and CR tube magnets, glass-metal tube seals, etc. Originally, NPA said cobalt might be cut completely from civilian use. Now, word is that soon-to-be-issued limitation order will prohibit non-essential use of cobalt, but that radio-TV use won't be included -- at least not at first. NPA's expressed policy is to give industry time to develop substitutes before cutting off supply.

Cobalt issue may be entirely academic, however, if "DO" priority orders and military stockpiling leave little or none for civilian use.

Best and latest available estimates show these "critical" materials used in basic 16-in. TV set (exclusive of cabinet): Steel, 40 lbs., mostly for chassis (it's already on allocation); copper, 4 lbs., mainly wire; aluminum, one lb., mainly for tube cans, and also for antennas, etc.

Production engineers are busy, as all manufacturers seek to determine what can be eliminated from their sets, what can be substituted. First move was made this week when Stromberg-Carlson announced it had discontinued built-in antennas to save copper, nickel, tin and polyethylene.

Recent closed business leaders' conference at Sea Island, Ga., called by Commerce Secy. Sawyer and reported in Nov. 6 New York Times, indicated assurances of "limited TV production at least through 1951. None in Govt., however, dares paint picture after next year. Sawyer was reported to have told meeting that even under very best of world conditions, business would be affected by next 4 years' defense requirements. Repeated reports tell of $50 billion military budget next year. [Rough rule-of-thumb is that 10% goes for electronics-communications equipment.]

POLITICS—AND THE FCC's FUTURE: There can be little doubt that FCC's recent forays -- most particularly its color decision and proposed limitations on network programs some stations can take -- lost the Democrats substantial political support from the electronics and telecasting industries.

They might be laughed off as "a small group of big business men, who are Republican anyhow." This is only partially true. Fact is loudest cries of havoc have arisen from the grass roots -- from distributors and dealers, also some labor leaders, who have been writing and buttonholing their Senators and Congressmen.

This spells probable Congressional investigation, at which industry's big guns are likely to be not merely RCA-NBC spokesmen but such strong (and competitive) personalities as Admiral's Ross Siragusa, DuMont's Dr. Allen B. DuMont, Emerson's Ben Abrams, Hallicrafters' Wm. J. Halligan, Motorola's Paul Galvin, Philco's Wm. Balderston. All are known to be fighting mad, as are other smaller manufacturers and the letter-writing dealer-distributor-servicemen's associations.

Ironically, the bitter and almost unanimous reaction of trade against color decision and other actions grows out of no love for giant RCA-NBC, but is manifestly spontaneous reaction against alleged road-blocks FCC and "don't-buy-but-wait-for-color" publicity have erected against a going industry at such a critical time.

Another bit of irony is fact that industry side is supported by just as many Democrats as Republicans -- some in highest Administration circles, in fact. But blandishments of latter have had no effect on Chairman Coy's determination to fight color issue before courts, Congress and public. He has good contacts on Capitol Hill, makes a good Congressional witness, from his long experience, and of course in this case has CBS and perhaps some smaller companies at his side.

There's also talk, in light of election returns, of changes in FCC in not too distant future. Even if reappointed when his term expires in June, Coy would face bitter confirmation fight led by the now more powerful than ever Senator Taft and others who are openly hostile to FCC policies. Vacancy will also occur if and when Comr. Hennock gets her avowedly fondest wish fulfilled -- a judgeship.

Already mentioned for chairmanship are such names as Maj. Gen. Frank Stoner, retired former asst. Army Chief Signal Officer, presently Seattle resident partner

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has not yet set hearing date. Also asking to be heard are TBA, NAB, Philco, United Electrical Workers, expelled leftwing former CIO union, and KING-TV, Seattle. Statements will be submitted by WHEN, Syracuse and KMTV, Omaha.

Besides Sprague and McDaniel, RTMA committee includes Max Balcom, Sylvania; J. E. Cain, Mallory; B. L. Graham, DuMont; Robert Hamilton, Hytron; Raymond Herzog, Emerson; Edward L. Hulse, GE; G. R. MacDonald, Motorola; W. Myron Owen, Aerovox; M. G. Paul, Philco; Earnest Searing, International Resistance; Robert C. Tait, Stromberg-Carlson. Named RTMA tax counsel is Charles Hedrick, of Pierson & Ball.

TEMPERS HOT AS COLOR SHOWDOWN NEARS: Climax to bitter color war seems in the making. It could come Nov. 14, after arguments before 3-judge court in Chicago (Vol. 6:43). Or Nov. 20, effective date of FCC's decision, when CBS is supposed to begin commercial telecasts -- unless stayed by court.

Or it may come Dec. 5, when RCA demonstrates improvements in its all-electronic system in Washington. Or after Congress reconvenes, when reactions to manufacturer-distributor-dealer outcries -- and FCC counter-campaign -- may take shape.

Or else the whole affair may resolve itself when reaction of public, in set purchases, makes it obvious that CBS or RCA, or neither, is winning.

Ironically, for both color camps, receiver production and sales continue unabated -- for time being, at least (see Trade Reports).

Most striking developments of week were:

(1) FCC Chairman Coy's white-heat letter to Hallicrafters' Wm. Halligan, berating him for his company's ad captioned "The Color Television Blunder" (reprints of letter and ad in Special Report herewith).

Coy's letter makes clearer than ever that he has no intention of leaving industry to battle issue out itself. Nor does anyone doubt that FCC will pressure telecasters when and if it deems expedient.

Coy is a tough customer, stubborn, a fighter who knows his political ropes well from his days as assistant to President Roosevelt and his various other govt. jobs. Letter emphasizes more than ever his belief in (1) imperativeness of color, that it's now or never; (2) workability of CBS system, and its acceptance by public; (3) need to battle all opposition from those who don't go along with FCC decisions.

Halligan is also a fighter, a West Pointer who came up the hard way to become one of industry's most respected producers, his brand name particularly well known on precision instruments for military and Govt. Hallicrafters is reputed to be 9th or 10th largest TV producer.

Reached in New York as he was about to embark on flying trip to Europe, Mr. Halligan told Herald Tribune "if it hadn't been for Senatorial pressure on Coy and others on the Commission we feel there wouldn't have been any color decision to criticize." He said the company "would make the same criticism again and again."

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Coy's "suggestion" that Hallicrafters make color sets, etc. has interesting answer. Company went on record, shortly after FCC decision, as promising color production. In fact, prior to Coy's letter, company had advertised in trade press: "From the world-famed short-wave laboratories of Hallicrafters comes this newest answer to the color TV question -- Hallicrafters Color-Vision. Not just a gadget-like attachment, but a complete color unit, expertly engineered and smartly styled..."

It's clear FCC and industry have a political fight on their hands -- with major manufacturers-distributors and most telecasters opposing FCC. Only CBS, a few smaller manufacturers and very few stations are ranged on FCC's side. Within Commission, the political fight is faced with dis-relish by some, especially since the industry has just as much Democratic as Republican support.

FCC's "open door" to compatible systems appears little more than a slit when Coy states in letter "it is pointless to wait any longer..." The pressure on RCA to really produce Dec. 5 is terrific.

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(2) More pressure on RCA came from Commission in form of letter "requesting" that RCA supply CBS with its tri-color tube, with instructions in its use, plus dem-

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onstration of tube on RCA system for benefit of CBS engineers. CBS on Sept. 8 had asked Sarnoff direct for the tube, which would be useful in eliminating mechanical color wheel, but had been told to wait for further development.

RCA had not replied to FCC, up to late Friday, but it was regarded unlikely to acquiesce before its own Dec. 5 demonstration.

Noteworthy are names of commissioners who signed letter: Walker, Webster, Sterling. Language of letter is very polite: "The Commission was pleased to note the progress mentioned in [RCA progress report (Vol. 6:31)]..."

Letter then called attention to FCC's grant of continued experimental authorization to NBC's WNBW & WNBT (Vol. 6:42) and said: "The Commission expects that the fruits derived from such research and development will be made available to the entire industry...that your cooperation in this matter will be in the public interest..." Letter also reminded RCA that Gen. Sarnoff had promised samples of tube to the industry.

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Nov. 14 Chicago arguments will be before Judges Phillip L. Sullivan and Walter J. LaBuy, of Federal district court there, and Judge J. Earl Major, chief justice of Circuit Court of Appeals.

Replying to RCA complaint this week, Commission recites how it went about making color decision. This was to counter charges of being "arbitrary and capricious." It also said there's nothing wrong with participation of staff engineer Chapin (Vol. 6:42), and concludes that its decision "did not deprive plaintiffs of their property without due process of law" and that "there is no genuine issue as to any material fact."

CBS was granted intervention, said it was ready to telecast color and would suffer heavy losses if prevented -- claiming investment of $4,000,000 in color.

Pilot asked to intervene, but court hasn't acted on request yet. Hallicrafters and Sightmaster have said they'd file, but had not at this writing.

Appeal direct to U.S. Supreme Court may be made immediately after court's decision, whichever way it goes.

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CBS plans to feed network color Nov. 20, with New York demonstrations week before -- undoubtedly accompanied by plenty of promotion. Avowed intention is to build up to 20 hours weekly by mid-December. In New York, there's possibility of off-the-line and microwaved color, in order to free demonstrations from broadcast time (on virtually sold-out WCBS-TV).

In talk before New York Radio Executives Club Nov. 2, CBS v.p. Adrian Murphy spoke of possible 6-6:30 show, but most, if not all, shows will be morning and after-hours at start. Initial network is expected to comprise New York (WCBS-TV), Philadelphia (WCAU-TV), Washington (WTOP-TV), perhaps Baltimore (WMAR-TV) -- nothing west of Philadelphia.

To argument that movies never went much for color, Murphy retorted that it was processing facilities and cost that limited color film. Natalie Kalmus, onetime Technicolor executive, affirmed that, saying "the demand was there." Now a small TV set producer, she's excited about color, talks about making a $3.95 disc device "to be used on an individual basis," plans to conduct a "color TV school."

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Full-page ads have dropped down to smaller space -- or nothing -- but topic remains live in letters to the editor, columns, speeches, etc.

Lipton Tea told CBS to keep it out of controversy, after getting lambasted for Arthur Godfrey "wait 6 months" simulcast (Vol. 6:43). Commented columnist John Crosby: "This is the first time in my memory when an entertainer has advised people not to buy something. It is especially intriguing when you consider that the object Arthur is telling us not to buy is the one that earns his living.

"My own advice is to go ahead and buy a present set; you'll get your money's worth out of it during the life of the set. However, I recognize there is room for

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argument...If you hear it on the air, take it with a grain of salt -- no matter which side of the question is being advanced."

"Variety" sees CBS jeopardizing some $5,000,000 worth of time sales to TV manufacturers. It cites possibility of irate cancellations by GE (Fred Waring), Magnavox (dramatic series), Sylvania (Beat the Clock). But it says Westinghouse (Studio One) isn't so likely to pull out, since it has said it would make converters "if and when color reaches your market."

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Engineers are still worked up over what they believe is FCC's technical short-sightedness. Hazeltine's A. V. Loughren, before Oct. 31 IRE-RTMA meeting of 600 engineers in Syracuse, showed color slides demonstrating value of mixed highs.

Field-sequential system gives only 41% of monochrome resolution, he said, while same system with dot interlace gives 62%. But any "band shared" system, such as RCA's, he pointed out, gives full monochrome resolution, plus color.

"Any system which doesn't use mixed highs," he concluded, "is wasteful of spectrum space -- therefore not in the public interest." Audience gave him virtual ovation, reflecting breach between engineering fraternity and FCC (Vol. 6:43).

Dr. Allen DuMont uncorked typically blunt attack on FCC in session previous evening. He urged everyone write Congressmen, demand stand on color issue. He foresaw very slow growth of CBS system, and development of compatible system. He observed that public reaction to decision hasn't been severe to date. He also brought up angle worrying many manufacturers and set owners:

"One question of considerable importance to the present 8,000,000 set owners has just been determined by Underwriters Laboratories. [It] will withdraw its approval from any receiver which is adapted in the field for CBS black-and-white standards or which is converted for CBS color. Only factory adaptations or conversions which meet the most rigid standards will receive the UL label."

Meanwhile, GE announced it would continue work on its color system (Vol. 6:30,34,37), beginning "extensive laboratory tests" within 30 days, stating that "color TV has not yet arrived for the general public, and will not replace black-and-white broadcasting as a national service in the predictable future."

Network Accounts: Thanksgiving Day specials on CBS-TV (Thu., Nov. 23) include **Coca-Cola's** sponsorship of filmed *Edgar Bergen* show, 4:30-5, and **Longines-Wittnauer Watch Co.'s** *Thanksgiving Day Festival*, 5-6 . . . Christmas Day, **Coca-Cola** will also sponsor special Walt Disney film titled *One Hour in Wonderland*, on NBC-TV, 4-5, with appearances by Disney, Edgar Bergen, Charlie McCarthy, Bobby Driscoll . . . **General Mills** Nov. 9 starts *Betty Crocker Program* on CBS-TV, Thu. 3:30-4; Jan. 2 adds Tue. 3:30-4 . . . **International Latex Corp.** Nov. 3 replaced *Look Your Best* with Ilka Chase's *Fashion Magic* on CBS-TV, Mon. & Fri. 3:30-4 . . . **S. C. Johnson & Son** (Johnson's Wax) reported taking CBS-TV's *Starlight Theatre*, dramatic show, Thu. 8-8:30, alternating every other week with **Carnation's** *Burns & Allen* . . . **Norge Division, Borg-Warner Corp.** (refrigerators) reported ready to join **Motorola** after Jan. 1 in sponsoring *Four Star Revue* on NBC-TV, Wed. 8-9, with one getting major plugs each week on rotating basis; **Motorola** has had program alone since Oct. 4.

Station Accounts: Novel Thu. 1-1:30 p.m. show on Baltimore's WMAR-TV, with 6 participating sponsors, is *Block Party*. Studio giveaway show has 6 persons answering questions for gifts, in addition to which that person can name odd or even side of any city block, in which every household then gets free sample of product sponsoring that particular segment of show. There's also grand prize of refrigerator to home-owner who recognizes his "mystery house" flashed on screen and phones in its correct address . . . Ted & Jinx McCrary *Closeup* on WNBT, New York, Mon. thru Fri. 6:30-6:45, now has these sponsors: **Brooklyn Union Gas Co., Monsanto Chemical Co., Curtis Publishing Co., Bond Bread, Yardley** . . . New participating show on WJZ-TV, New York, is *Poppy Cannon Presents What's New*, starting Nov. 6, Mon.-Tue.-Wed. 6:30-7; sponsors include **Brown & Williamson** (Viceroys), **Frito New York Inc.** (Fritos), **Fred Fear & Co.** (Burton's Frosting), **John G. Paton Co.** (Golden Blossom Honey), **Seabrook Farms** (frozen foods), **Bonoil Packing Corp.** (olive oil, etc.) . . . **Rayco Mfg. Co.** (auto seat covers) sponsoring *Eva Gabor Show* on WJZ-TV, Fri. 8-8:15, and on same station's *American Home Show*, Fri. 6:30-7, participants signed include **Sapolin Paints Inc.** and **Awnair Corp. of America** (metal awnings), both thru R. T. O'Connell Co. . . . Among advertisers reported currently using or planning to use TV (all agencies New York unless otherwise specified): **Minnesota Consolidated Canneries Inc.** (Butter Kernel canned products), thru Campbell-Mithun Inc., Minneapolis; **Chicago Western Corp.** (Pinafore chicken), thru Phil Gordon Agency, Chicago; **Lady's Choice Foods** (groceries), thru Walter McCreery Inc., Los Angeles; **Doeskin Products Inc.** (Doeskin tissues), thru Federal Adv. Agency; **J. W. Landenberger & Co.** (Footies, Randolph Knit hosiery), thru Richard E. Fredericks Adv.; **Delaware Mushroom Co-operative Assn.** (First State mushrooms, mushroom gravy), thru Weightman Inc., Philadelphia; **Eversharp Inc.** (Desk-Pac writing set), thru Biow Co.; **In-Sink-Erator Mfg.** (garbage disposal unit), thru Cummings, Brand & McPherson, Chicago; **Gibson Refrigerator Co.**, thru W. W. Garrison, Chicago; **Heet Div.**, DeMart & Dougherty Co. (anti-freeze), thru Ruthrauff & Ryan, Chicago; **Zinsmaster Baking Co.** (Master White Bread), thru Campbell-Mithun, Minneapolis.

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Television Digest WITH AM-FM REPORTS
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Special Report
November 4, 1950

With Gloves Off

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MR. COY WRITES MR. HALLIGAN

Full Text of Nov. 2 Letter from FCC Chairman to Wm. J. Halligan, president of The Hallicrafters Co.

(See opposite side for facsimile of advertisement prompting letter)

Dear Mr. Halligan:

The hidden ball trick is a fine piece of football strategy but when it is employed by a large radio manufacturer in an advertisement to deceive and frighten the public on such an important issue as color television, it becomes pretty comtemptible.

I refer to your full-page advertisement of October 23 in The Chicago Daily News entitled: "The Color Television Blunder." I refer specifically to your statement that five members of the Commission who voted for the CBS color system "contradicted even themselves." You state:

> As recently as September 1, 1950, the FCC stated that it "must of necessity rely to a great extent upon industry experts for data and expert opinion in arriving at decisions in the field of (color) standards".

And then, in the best tradition of out-of-context quoting, you come to a dead stop and ignore the rest of that paragraph of the decision. You refused to finish the paragraph because to do so would have demolished your entire argument.

Permit me to finish that paragraph:

> However, the responsibility for decision is that of the Commission and we cannot feel bound to accept recommendations and expert opinions when we find from a study of the record that the record supports different conclusions. Moreover, the testimony of many of the parties was not based on field testing conducted by them or upon an analysis of field testing made by others but were simply recommendations and expert opinions of a general nature. *In weighing these recommendations and expert opinions we cannot overlook the fact that many of these same parties offered recommendations and expert opinion of the same kind as the basis of their advocacy in the 1946-1947 hearing of the simultaneous system—a system which never survived field testing.* [Italics are underlinings in FCC release.]

Which puts quite a different face upon the matter.

To continue the quote and give the people the WHOLE story would hardly have served your purpose of pulling the wool over their eyes.

Then you state:

> It is unfortunate that five people can sit down around a desk in Washington and in this fashion impose their will on an entire industry and on the nation . . .

This again is fake vs. fact.

What the Commission really did, as you well know, was to invite every person or company who could contribute technical data bearing upon the color question to come to Washington to participate in a public hearing. The Commission heard 53 witnesses testify under oath and submit to lengthy cross-examination by Commission members and other parties. The hearings lasted 62 days. In all, the Commission heard 9,717 pages of testimony and received 265 exhibits. Moreover, it viewed eight demonstrations on the record by the three competing color systems. In addition, when the hearing was concluded, the proponents of color television system submitted comprehensive and detailed findings and conclusions for study by the Commission.

(Of course, you did not mention that the FCC was established by the Congress of the United States for exactly this specific type of investigation and decision-making process.)

As to the ultimate wisdom of the Commission's decision, you are most certainly entitled to your opinion just as everyone else in this country is, whether it happens to agree with my opinion or not. But I firmly believe in Bernard Baruch's observation: "Every man has a right to be wrong in his opinion, but not in his facts."

Your opinion is that the Commission should wait for a "completely electronic color system, compatible with present black-and-white sets."

The Commission's opinion is that it is pointless to wait any longer for any other system to make good on oft-repeated promises of a satisfactory performance. We have selected a system that works now—today. We have preferred performance over promises.

Color is on the way and the American people are going to be given an opportunity to enjoy it—if they wish. As we pointed out in our First Report:

> The testimony and demonstrations in these proceedings leave no room for doubt that color is an important improvement in television broadcasting. It adds both apparent definition and realism in pictures. It opens up whole new fields for effective broadcasting, rendering life-like and exciting scenes where color is of the essence—scenes which in black-and-white television are avoided or, if telecast, have little appeal.

I respectfully suggest to Hallicrafters that it follow the lead of some other progressive manufacturers and begin the manufacture of color sets, adapters and converters, and let the American people decide for themselves whether they like this new dimension in television broadcasting.

Hallicrafters' products are much better than its propaganda.

Finally, I take exception to your statements: "5 Men Against the American Way" and "This ill-advised action of the FCC is a threat to the American way of life."

The things that the phrase, "The American Way," stand for are sacred to me and I deeply resent attempts such as yours to debase the coinage of these words through such a malicious smear campaign. In my view, the American Way includes telling the people the truth, the whole truth, so that they can make up their minds on the basis of all the facts instead of misleading them with one-sided attacks such as yours. It means giving the people the advantage of new inventions as soon as they are developed instead of trying to shelve them so as not to interrupt the flow of profits from existing products.

It is unfortunate that the Commission does not have funds for full pages of advertising to correct the misrepresentations you have made. However, I am having this letter made public with the hopes that the facts it contains will reach at least some of the readers who may have been misled by your hit-and-run attack and that some of the mischief may be repaired.

Sincerely yours,
Wayne Coy
Chairman [FCC]

Ad That Provoked Mr. Coy:

THIS IS FULL-PAGE advertisement by The Hallicrafters Co., which was placed in *Chicago Tribune* of Oct. 22 and *Chicago Daily News* of Oct. 23, and which prompted letter from FCC Chairman Coy to Mr. Halligan. Letter bore Nov. 2 date, was released by FCC press room Nov. 3, when Mr. Halligan was in New York preparing to embark on flying trip to Europe.

THE COLOR TELEVISION BLUNDER

5 Men Against the American Way

Five members of the Federal Communications Commission have disregarded the unanimous opinion of the engineers of every major television manufacturer in ruling that the television industry must adopt a mechanical color system.

In so doing these Commissioners contradicted even themselves. As recently as September 1, 1950, the FCC stated that it . . . "Must of necessity rely to a great extent upon industry experts for data and expert opinion in arriving at decisions in the field of (color) standards."

Exactly 40 days later the Commission turned its back to the television industry and adopted a color system fathered by a broadcasting company with no background whatsoever in the manufacture of television receivers.

The majority of engineers and manufacturers who have brought the television industry to its present greatness have condemned the FCC-approved system as being impractical and unwieldy. This mechanical color system is basically unsound because of its definite limitations in picture size, cumbersome cabinet design, and because it will not produce pictures on the present black and white sets without considerable expense to the set owner.

In their decision, the Commissioners could not even agree among themselves. The final vote was five to two. It is significant that one of the dissenting opinions was cast by George E. Sterling, the former chief engineer of the FCC and the one Commissioner with applicable technical background in radio broadcasting.

The five who voted for color were led by a man of nontechnical qualifications including relief administration and public office-holding, and three of the others have similar records far removed from the industry they are attempting to regulate. These five men have seen fit to dictate the solution to a problem that has baffled industry's greatest technicians. Far more is at stake than a color system or the television industry itself. It is unfortunate that five people can sit down around a desk in Washington and in this fashion impose their will on an entire industry and on the nation—that they can say to scientists whose skill has developed the fastest growing industry in history—"You are all wrong, and we are right."

The color system adopted by the FCC has been kicking around for more than a decade. The principle upon which it is based was long ago tested by industry engineers and discarded as impractical.

Hallicrafters could not be more solidly opposed to the decision of the FCC in adopting this color experiment as the nation's standard. We feel, along with the majority of television manufacturers, that a completely electronic color system, compatible with present black and white sets, will be developed in the future. When this happens, color telecasts will be received in black and white on present sets without any extra equipment or any receiver modifications.

All Hallicrafters television sets now being produced are equipped with a connector on the back making unnecessary any changes in the set in order to utilize any anticipated developments in either mechanical or electronic color systems.

Hallicrafters will leave the final decision to the public. For those who wish to experiment, Hallicrafters will make available a color attachment that will make color reception possible.

There is no reason to hesitate in buying a TV set now. The set you buy today will give you many years of television pleasure.

A poll of the 107 operating television stations shows that 88 per cent have no plans whatsoever for transmitting on mechanical color standards. If you find your local station does plan color telecasts, you will be able to simply adapt your Hallicrafters set to receive these telecasts.

The importance of this ruling of the FCC must not be underestimated. Five members of a Washington commission are attempting to force upon the nation a color system which the television industry regards as obsolete even before the first set is marketed.

This ill-advised action of the FCC is a threat to the American way of life.

W. J. Halligan

President, The Hallicrafters Co.

Published in the Public Interest by

the hallicrafters co.

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World's Leading Manufacturer of Precision Radio and Television

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normally be areas of considerably higher signal intensity than the median value within any limited area. If TV set owners are willing to undergo the expense of installing a carefully located antenna, a region of sufficiently high field intensity could probably be found in most locations."

* * * *

Other principal topics at hearings, now very sparsely attended either by commissioners or industry people: (1) Vhf-uhf intermingling. (2) How much uhf for TV? (3) Co-channels and adjacent-channel separation. (4) Offset carrier and directional antennas -- for allocation purposes or for improvement of service after allocation? (5) Will decision on general issues precede or follow hearing on specific cities? (6) More power and/or height for stations.

The two schools on intermingling seem to be clear cut. One favors keeping vhf and uhf apart in order to equalize competitive situation in each city. Other feels manufacturers will have little incentive to produce uhf or vhf-uhf sets unless big cities have both. DuMont, NBC and CBS are in former, ABC and West Coast experimenter John Poole (Vol. 6:21,27) are in latter.

Worry over freezing out future developments, such as Stratovision or Polycasting, concerns FCC, if counsel Harry Plotkin's questions are any criterion. Most witnesses leaned towards allocating all of uhf now, feeling that it's needed for equitable allocation, also that new developments haven't shown sufficient promise.

On station spacing, testimony generally was that FCC shouldn't be rigid, should take into account special circumstances where economics or terrain clearly indicate need or possibility for more stations. DuMont and CBS also plugged for cut in adjacent-channel distances to 70-75 miles, in vhf, from FCC's 110.

Coolness towards offset carrier, as an allocations tool, on part of consultant Dr. Frank Kear, testifying for ABC, surprised many engineers. He likes offset, but felt that it isn't sufficiently reliable yet. JTAC's Donald Fink and most of those who've used offset claim they're delighted with results thus far.

Concern whether general issues decision will precede or follow hearing on specific cities fosters these two camps: (1) What's the use of arguing about each city unless you know exactly what channels are there to fight over? (2) FCC can't possibly have full understanding of effects of general issues decision unless it has heard general run of individual cities' problems. But FCC isn't saying what it intends to do -- if indeed it yet knows.

CBS plugged for increase in vhf antenna height to 2000 ft. (with 100 kw), endorsed theory of future horizontal power increases, stating this would increase interference little, if any. ABC reiterated its belief in higher powers.

NO HOLDS BARRED IN COLOR STRUGGLE: The color war is really total now -- yet its predictability remains almost nil. Same imponderable factors reported at length last week (Vol. 6:42) continue imponderable, with added indications that powerful political forces in both parties are lining up heavily against FCC decision.

Congressional action is likely, spurred as much by local distributors and dealers as by the manufacturers. There will be lots more noise about color when Congress convenes, now expected shortly after Nov. 7 elections.

This was week of assurances, warnings, promises and "statements of position" -- bringing only a partial answer to central question: "What is happening to set sales?" Generally, there has been recovery from first flurry, but post-holiday trade is real worry of set makers and merchandisers alike (see Trade Report, p. 8).

FCC intends to reply Oct. 30 to RCA's suit for injunction against color decision, filed in Chicago Federal court (Vol. 6:42). Argument before 3-judge court is scheduled Nov. 8. Then court makes next move, deciding whether to grant temporary injunction, set full hearing, etc.

Fireworks between RCA's John Cahill, CBS's Sam Rosenman and FCC's Max Goldman should be particularly brilliant.

Hallicrafters, as well as Pilot, has indicated intention of intervening. Others may join in Chicago case, or file new suits there or elsewhere. In New York,

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Sightmaster started own suit against CBS, saying it has been forced out of set-making business, asking $750,000 damages; it also intends to intervene at Chicago.

Whether Nov. 20 effective date of FCC decision will be stayed, is anybody's guess. Meanwhile, more companies announced color "jacks", adapters, converters, sets, "guarantees" of various kinds -- with varying degrees of enthusiasm.

* * * *

"If and when color broadcasting reaches your market," Westinghouse stated, "We'll make available an adapter-converter package for installation of Westinghouse black-and-white sets..." (Westinghouse was one of 3 CBS licensees announced several years ago, others being Bendix, Federal. Only recent one is Remington Rand.)

Some news stories interpreted Westinghouse release as "lining up with CBS" but its position seems to be about same as most others. Generally, producers say they'll make adapters and converters whenever demand is manifested -- whether they've advertised to that effect or not. But there's conspicuous lack of enthusiasm among the majors. As one of biggest put it: "Sure, we'll make them. We'll make a thousand and that will be the last thousand. You can always sell a few of something."

Cost of adapters, etc. is something that won't be known until units are actually installed, paid for and working. On one hand, you hear "a few bucks" for adapters; Television Equipment Corp. promised one for $12.95 in stores by Nov. 10. Yet DuMont's T. T. Goldsmith, answering question by Comr. Hennock during hearing this week, estimated $135 "to do a good job."

Comr. Hennock: "You don't accept the figure of $30?"

Dr. Goldsmith: "I certainly will not. I would like to buy some that will sell at that figure."

* * * *

Recently-formed Commander Television Corp. (Vol. 6:38) stated it will begin shipping internally-adapted sets within 10 days. It promises converters, too, but doesn't say when.

Full-page ads burgeoned throughout country. Pitch from manufacturers usually was: Black-and-white will continue as backbone of TV; color will come slowly; CBS system may be replaced by compatible system; if you want color when and if it comes, you can get a converter -- so buy now with confidence. Among the big advertisers were GE, Stromberg-Carlson, Raytheon, Motorola, Hallicrafters.

GE captioned full-page ads: "Nobody is going to obsolete over $100,000,000 worth of TV entertainment." Many more such ads are known to be in the works, and nearly all newspapers in TV areas (40 owning TV stations) carried own as well as trade's ads, plus special articles -- mostly aimed at reassuring present and prospective set owners.

Muntz found a natural in color, advertised in full pages: "Color Color Color is here with Muntz TV. As a Muntz TV owner, present or future, you can relax in the comforting knowledge that your present set is ready...on a moment's notice...for low-cost application of the FCC-approved CBS color system. Production activity on the new Muntz color unit has already begun."

Two film outfits spoke up. Gene Autry reported he'll shoot 2 color films for his CBS show. Ziv said it would color-film 52 "Boston Blackie" episodes.

* * * *

Some dealers devised "persuaders," several quite remarkable. Dynamic Stores, eastern chain, advertised: "Buy your TV set now! Dynamic guarantees to furnish a color converter and/or adapter as required, when they are available, at price of $49.50 or less!" It reported fourfold increase in volume, day after ad ran, over best day in preceding 2 weeks.

Others were more cautious. New York's Vim chain promised to convert "at cost" all its customers' sets, past and future, "when parts are available."

"Color exchange schedule" was set up by Minneapolis' Gabberts. If color-casting starts in Twin Cities within 3 months, purchaser is guaranteed 100% of what he paid as trade-in allowance on color set. Figure is 92% for 4-6 months, 85% for 6-9 months, 76% for 9-12 months, 69% for 12-15 months. But ad states: "Frankly, we

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and other TV authorities, believe that it will be some time before color TV will be available to you in the Twin Cities..."

Nearly everyone is promising easy conversion, when necessary. Color jacks will shortly appear in back of many sets. Arvin and Sears are among latest.

* * * *

Publicity has been deafening. Most important single action occurred Oct. 23, when Arthur Godfrey told his huge CBS simulcast audience to wait 6 months before buying TV set. It was easily most damaging action yet, distributors-dealers say, not so much for its effect on the TV audience but via the 150-175 AM stations carrying it and reaching non-TV owners. It sparked country-wide outcry. In Buffalo, one distributor has asked WGR for time to reply.

Next night, NBC's Milton Berle burlesqued color fracas, cracking: "I'll believe color TV when I see it in black-and-white."

* * * *

After RTMA president Sprague used CBS's air Oct. 22 (Vol. 6:42), CBS president Stanton shot back with press release charging:

"Mr. Sprague's statement is further proof of the bad faith of the RTMA in violating its sworn commitment before the FCC [to accept any decision made.]

"We question whether the RTMA really wants compatibility. We suggest that what it really wants is to hold back color...To provide compatibility under the CBS system is easy, quick and inexpensive...It is not too late for the manufacturers to turn away from their destructive course which is confusing the public and hurting all segments of the industry...We appeal to the statesmen in the RTMA to return to RTMA's original commitment that it would accept the Commission's color decision..."

RTMA's publicity campaign, if any, hasn't shaped up yet. During first meeting of publicity subcommittee in New York Oct. 27, Larry F. Hardy, Philco radio-TV division president, was named chairman. Public relations counsel Selvage & Lee gave its ideas on campaign, but committee has adopted none yet, will meet again next week. "War chest" of $1,000,000, if raised, will come from voluntary contributions rather than assessments.

* * * *

One new station mentioned color. Cincinnati's WKRC-TV said it would put color on during fringe time when available. An applicant, Denver's KLZ, told FCC it would like to amend its application to stipulate both monochrome and color. Both are basic CBS affiliates.

As for station equipment, Remington Rand reports orders for camera chains from 5 stations. It isn't quoting prices yet, since some changes must be made in industrial equipment it is now selling for $25-$30,000. Company officials are bubbling with excitement over public reaction to color demonstrations this week at National Business Show in New York's Grand Central Palace, reporting some 25,000 visitors daily. Pressure on company to go into manufacture of color sets and converters is "terrific," says TV sales director Wm. Norvell.

* * * *

Columnists and editorial writers have been having a field day on subject. New York Times' Jack Gould devoted entire page to it Oct. 22, with excellently organized articles aimed at clarifying things for the layman. He concluded:

"Neither the public, the set manufacturer nor CBS have a very clear idea of where they are. It is time that the FCC commissioners spelled out how they intend to implement their approval of CBS color, which presumably they now are bound to do, and for once told in straightforward, everyday language what lies ahead as they now see it. It is not reasonable that they should expect everyone but themselves to live with their decision."

John Crosby's Oct. 24 column syndicated by New York Herald Tribune was rather reassuring to the layman, showing difficulty of getting stations to carry CBS color, pointing out continued usefulness of present sets, etc. Here's how column leads off:

"And God said, Let there be light: and there was light.

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"And God saw the light, that it was good: and God divided the light from the darkness.

"And the FCC saw color and said, 'Let there be color,' and there was color. Or at least there was an edict decreeing color. And the public tried to divide the black and white from the color and discovered only confusion. Next to the FCC's, God's problem was comparatively simple."

ENGINEERS vs. FCC—THE BREACH WIDENS: FCC has alienated the great body of electronic engineers to an extremely serious degree. Whether it's aware of that fact -- indeed, whether it gives a hoot -- is unknown. But it's a disturbing fact nonetheless, subject of conversations that would make ears of the Commission and its technicians burn if they could hear them.

Situation stems not solely from adoption of CBS color system. It's result of year's cavalier treatment of engineering and industry witnesses during color hearing by some commissioners and staff members -- as if they were partisans in a conspiracy to thwart the Commission's purpose.

Then, too, the "bracket standards" fiasco didn't conduce to winning much respect for the Commission and its staff.

Even aside from manufacturing engineers, you can scarcely find a consulting engineer -- or radio lawyer, for that matter -- who goes along either with the color decision or the too-clever "either-or" brackets proposition (Vol. 6:35-40).

Generally patient men, the engineers are seething, have found expression in their journals. Donald Fink, editor of Electronics Magazine, member of the Condon Committee, an important witness at the hearing (who once was even approached to consider job of FCC chief engineer), unburdens himself thus in November issue:

"The Commission elected to act on what it saw, rather than on what it foresaw. This may turn out to be a mistaken judgment of the first magnitude. But it may also be a correct judgment, if the promise of the compatible systems fails to be realized...The Commission was under crushing political pressure to make the decision now. It bowed to that pressure, and in so doing it took a calculated risk.

"Such risks are a conspicuous feature of the Commission form of governmental regulation. They must, we feel, be accepted as one of the costs of a much larger benefit, the democratic form of government..."

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Two things worry Mr. Fink even more than decision itself -- the bracket standards squeeze-play and Comr. Robert F. Jones:

"We are alarmed," he writes, "that the Commission has attempted to extend its jurisdiction to a part of the body politic over which the statutes give it no authority...The radio industry was asked to underwrite the CBS system before it was finally and officially adopted...an attempt to force the industry into accepting responsibility for the decision in which it had no part. This is 'commission politics' at its worst. A clearcut decision was called for with no ifs, ands, or buts."

Then he takes up Comr. Jones and his 80-page annex to FCC's First Report:

"The burden of this opus is that the industry committees which have testified...have systematically obstructed the introduction of color television by 'sham engineering testimony'...According to Jones, none of the members of these groups, excepting the two CBS members, have presented consistent, reliable, and trustworthy testimony during the past 10 years.

"We wonder whether the worthy Commissioner knows the men he so recklessly and immoderately attacks. The combined membership of these committees comprises 121 men, 45 of whom are fellows of the IRE, 25 directors, past and present, of the IRE, the present president of the IRE and 8 past presidents, 6 men who hold the IRE Medal of Honor and 4 others who have won the IRE Morris Liebmann Memorial Prize.

"An indictment of these men is an indictment of the whole profession of radio engineering...When one man aligns himself against a whole profession, fair-minded men will conclude that the man is wrong. The only 'systematic' aspect of the

record presented by Jones is his own systematic rejection of any testimony which disagrees with his own notions. Moreover, the testimony is rejected not merely as wrong, but as intentionally dishonest.

"This is demagoguery. Any claim that all contrary testimony on a given subject has as its object the exploitation of the public is rubbish. While Jones' views stand, he disqualifies himself as a judicial servant of the people."

[To which we would add: Mr. Jones totally ignored fact that 6 of the 10 years he surveys were war and/or reconversion years; that 3 years were years of "crawling" effort to build up the brand-new TV trade; that TV didn't really hit its stride until mid-1949 prices brought sets within reach of average pocketbook; that during postwar years it was entirely natural that the industry should be concerned more with the "cake" than with the frosting.]

* * * *

"Absurd and destructive" is how Tele-Tech Magazine editor O. H. Caldwell, member of original Federal Radio Commission, characterizes FCC's color decision in his November issue. It's not in public interest, he says:

"To obsolete 10,000,000 present TV sets in which the public has invested $3 billion dollars. To require future TV purchasers to spend $40 to $130 extra for gadgets they may never use. To degrade TV picture quality, and limit pictures to small sizes which the public has already discarded. To risk plant shutdowns, unemployment and financial disaster for manufacturers, distributors and dealers. To force upon the public an incompatible color system which cannot even be launched without driving away existing audiences. To promote color-TV at a time when color gadgets and circuitry must siphon off radio parts and components needed by the military. To disrupt the entire TV industry."

* * * *

Milton Sleeper, editor of FM-TV Magazine, attacks difficulty of appealing FCC decisions. He quotes recent speech of Comr. Sterling to effect that: "If all fact questions could be reviewed in detail by the Court of Appeals, we might well toss off decisions with a lighthearted air, knowing that the Court was always there to hit the pitches we missed." Says Sleeper:

"There, for the first time, we have an official explanation of the power of the FCC under which the Engineering Department can fabricate 'substantial evidence' to support findings of facts which are not subject to appeal in any court...

"In his remarks about the industry's radio engineers, Comr. Jones said 'that their economic interest blinded their engineering judgment.' We'd like to observe that public interest, convenience and necessity would be served to much better advantage if the FCC were not so top-heavy with lawyers, and so lacking in engineers of intellectual ability and integrity."

Station Accounts: **Prudential Insurance Co.**, which sponsors *Family Playhouse* dramatic show on CBS-TV alternate Tuesdays, has signed for special hookup of Los Angeles' KTTV and San Francisco's KPIX to telecast Pasadena Tournament of Roses Parade New Year's Day . . . New daytime accounts on WNBT, New York: **Maltex Co.** and **Gravy Master Co.**, participations in *Kathi Norris* programs, both thru Samuel Croot Co.; **Florida Citrus Commission**, spots in *Josephine McCarthy* program, thru J. Walter Thompson . . . **Fruit Industries Ltd.**, Los Angeles (Aristocrat brandy, Ambassador, F.I. & Guiasti wines, vermouth, champagnes) has bought 9 one-minute announcements on WABD, New York, thru Merchandising Factors Inc., San Francisco . . . WABD also reports signing A. Davis & Co. (women's coats) sponsoring columnist Danton Walker and mother of movie star Gene Tierney in the *Belle Tierney Show*, Wed. 10:30-10:45 p.m., thru Lane Adv. Agency . . . Among new accounts reported by WDTV, Pittsburgh: **Landers, Frary & Clark** (Universal household helps), thru Gould & Tierney Inc.; **Venice Maid Co.** (spaghetti sauces), thru Schoenfeld, Huber & Green, Chicago; **W. R. Feemster Co.**, Brooklyn, Mich. (kitchen tools) . . . Among other advertisers currently reported using or planning to use TV (all agencies N. Y. unless otherwise specified): **Ideal Novelty & Toy Co.** (Toni & Blessed Events dolls), thru Atlantic Adv. Co.; **Kalamazoo Stove & Furnace Co.** (electric & gas ranges), thru Fulton-Morrissey, Chicago; **Vette Co.** (Whiffen Puffs), thru Calkins & Holden, Carlock, McClinton & Smith Inc., Los Angeles; **Helbros Watch Co.**, thru Ray-Hirsch Co. Inc.; **Myer 1890 Beverage Co. Inc.** (sodas & ginger ale), thru Joseph Katz Co.; **Monarch Wine Co.** (Manischewitz kosher wines), thru Donahue & Coe; **Burham & Morrill Co.** (B. & M. baked beans, sea foods, etc.), thru BBDO; **Gowns by Venera Inc.**, thru I. R. Stemple Adv. Agency; **Emerol Mfg. Co.** (Marvel lubricating oils), thru Williams & Saylor Inc.; **Pomatex Co.** (hair dressing), thru Kenneth Radio Co.; **Sylmar Packing Corp.** (spaghetti & meat sauce), thru Mogge-Privett, Los Angeles; **Humpty-Dumpty Co.** (circus toys) thru Barlow Adv. Agency, Syracuse; **Hachmeister Inc.** (asphalt floor tile, plastic wall tile, etc.), thru Walker & Downing, Pittsburgh; **Zippo Lighters**, thru Geyer, Newell & Ganger.

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...CODEL'S
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Television Digest

WITH AM FM REPORTS

...WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 6, NO. 42

October 21, 1950

NOTE: With this issue, our Trade Reports, heretofore printed as a separate section (on white stock), will appear as a regular Section of this Weekly Newsletter. See pages 11-13.

...PINCERS MOVE? COAXIAL PROBE NEXT: On top of its proposed limitation on amount ...TV network time affiliates may take (Vol. 6:40), FCC this week ordered hearing ...20 (Examiner Hugh Hutchinson sitting) on AT&T's allocation of coaxial-microwave ...ilities to networks during final 1950 quarter. Hearing is based on ABC-DuMont ...plaints (Vol. 6:38-39), compounds onslaught on NBC's admitted No. 1 TV network ...ition -- NBC got 160 hours of AT&T-allocated time vs. CBS 114, ABC 49, DuMont 36.

FCC's latest move sets forth as issues the propriety and justification of ...T's circuit assignments, asks for comments from networks and stations by Nov. 1. ...much as AT&T made its allocations after consulting stations for preferences -- ...ter the networks had failed to agree -- it looks like telecasters will become just ...involved in this proceeding as in the one on limitation of hours.

NBC is preparing to fight this, as well as limitation-of-hours proposal, ...some of its affiliates lining up at its side. Comments on latter are due Nov. ..., when hearing will be asked. Certain major stations are known to take position ...proposed network-time rule denies their responsibility for programs, contra-...1941 Supreme Court dictum (upholding FCC chain regulations) that stations must ...ol programs. They claim FCC now proposes program control via traffic control.

If FCC puts across rule limiting stations to no more than 2 hours out of ...segment of 5 from any one network, some stations say they will stick to basic ...work, fill most other time locally, which pays off better anyhow. Strong second ...er in TV, CBS has almost as much to lose by both FCC moves as hardest-hit NBC ..., in view of its thumping victory in color, may not oppose FCC at this time.

...ISSUE BEFORE PUBLIC & COURTS: Complex interplay of forces in the color issue -- economic, legal, political, labor, military, scientific, psychological -- renders ...prediction of final outcome foolhardy at this juncture. Most critical immediate ...tion is:

What will happen to black-and-white sales? There's no real answer yet, may ...be for weeks if not months. (For state of market, see Trade Report, pp. 11-13).

Only thing certain is that you'll be hearing and reading about the color ...roglio for months to come. Consider these factors:

(1) Court tests. RCA-NBC and Pilot filed for injunctions in Chicago and ...York, respectively. But Pilot dropped suit late Friday, said it would ask to ...ervene in Chicago instead. Commission had said it would "vigorously oppose" ...s. FCC color decision could be tied up in courts for months, so that Nov. 20 ...ective date may be considerably deferred.

(2) Politics. The trade was flooding perplexed Senators and Congressmen with ...tests. Senator Johnson endorsed decision, saying FCC has met its responsibilities ...the fullest extent possible." On the other hand, Rep. Robert Crosser (D-Ohio) ...he will place color issue before his House Interstate Commerce Committee when ...ress reconvenes Nov. 27, let members decide whether to pursue it. All this also ...s delay.

(3) Publicity. CBS rocked trade, if not public, with first broadsides --

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radio speech by president Frank Stanton and full-page ads by CBS and Tele-tone. The industry, collectively and individually, is girding for full-scale propaganda war, with RTMA president Sprague replying to Stanton on same CBS network and others preparing their own publicity. (For full texts of broadcasts, facsimiles of ads, reprints of editorial comments, see Special Color Report herewith.)

(4) Military demands. Rate of govt. procurement continues to increase; shortages of raw materials and components continue to grow worse, and trade gossip is that resistors alone will soon be insuperable bottleneck. Of course, if public stops buying black-and-white sets, civilian materials might be available for beginnings of color production.

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Plaintiffs in Chicago Federal district court are RCA, NBC and RCA Victor Distributing Corp. Their complaint, in essence: Decision is arbitrary and capricious, does irreparable injury, is based on advice of biased engineer.

Complaint said decision jeopardized sale of $10,000,000 of the company's receivers "now in process of manufacture," that company has contracted for $55,000,000 worth of parts. NBC asserts its $8,000,000 investment in TV is endangered.

"Biased engineer" charge is aimed at E. W. Chapin, head of FCC lab and co-inventor of Chapin-Roberts switch (Vol. 6:35), useful for adapting receivers so CBS system can be received in black-and-white. FCC quickly issued statement quoting at length from hearing record to effect that Commission wasn't influenced by staff in reaching its color decision.

Pilot's charges in Federal district court in Brooklyn were similar to RCA's, claiming injury due to cancellation of orders, need for retooling, etc.

Before Pilot withdrew, FCC had asked Chicago court for change of venue in RCA case, wanted it in Southern District of New York. RCA's choice of Chicago had result of "harassing" Commission, it averred. There's still chance FCC will ask case be sent to New York.

FCC and Dept. of Justice are working together on case, with indication latter will let FCC counsel carry load. There's said to be less than enthusiasm for the case in Attorney General McGrath's department (he's former chairman of Democratic National Committee) and both Democratic and Republican political influences seem to be mostly on side of "outraged" distributors-dealers, if not big set makers.

Commission has 60 days to answer complaints, but will do so quickly -- perhaps next week. There are bound to be additional motions, counter-motions, etc., adding up to delay and more time for the "compatibility" forces. However, law requires courts give such cases high priority.

FCC case will be handled primarily by asst. gen. counsel Max Goldman; for Justice Dept., John F. Baecher, special asst. to Attorney General, has been assigned. CBS counsel Richard Salant will undoubtedly ask, and probably get, court's permission to intervene.

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RCA is likely to complain further against FCC's action this week denying NBC's WNBW, Washington and WNBT, New York permission to test RCA compatible color during regular operating hours. RCA-NBC had asked for year's renewal of existing authorization, under which it colorcasts short periods daily; it also asked for permission to charge for programs, receivable on existing sets in black-and-white.

Commission granted 90-day renewal, but stipulated colorcasts could come only during off-hours and that charges couldn't be made.

Coming in wake of rough color decision and proposed new network time rules hitting NBC hardest (Vol. 6:40), impression prevailed that new restrictions take on character of pique and reprisal.

RCA plans color demonstrations with newly improved equipment in Washington beginning Dec. 5, with licensees to be invited first. It may also hold demonstrations for Congressional committees. FCC ruling thus cramps its style, to some degree, although it could revert to uhf or closed circuit. In wires to its patent licensees, RCA said it would show improvements to date, including color converter.

Though Senator Johnson patted FCC on the back, he also noted, as we pointed out (Vol. 6:41), that CBS type colorcasting is "permissive, not mandatory" and that door isn't closed to compatible systems.

"Manufacturers organized a sit-down strike," he stated. "The obvious and sensible thing, of course, would be for them to abandon their political activity and their announced propaganda campaign, and put their heads together to develop a color TV system more to their liking.

"The hue and cry," he added, "is that by the end of this year about 10,000,000 black-and-white sets will be in use and their owners will either have to buy converters and adapters or not receive color broadcasts. The only way the Commission's order affects them is to make it possible for them to have color TV if they want it. What is so wrong about that?...Stripped of all the cooked-up hurricane of confusion the Commission's orders merely insist upon a 'buyers choice.'"

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That CBS has elaborate and ingenious plans, no one doubts. Oct. 21 Billboard seems to have fair idea of CBS plans for what it calls "Operation Rainbow." Network is encouraging manufacturers in every possible fashion, is apparently willing to underwrite some of their color costs.

Belmont (Raytheon), Muntz and Television Equipment Corp. this week announced intentions of making color converters and sets, joining the several (notably Tele-tone) who came forth immediately after decision (Vol. 6:41). Muntz said he'll back CBS system "to the hilt," promised "Color for Christmas" with a "low-cost companion set" to existing Muntz receivers.

Belmont said that future Raytheon sets will have plug for addition of converters and adapters; that kits will shortly be available to convert sets made since January; that new converters will be in production first half of 1951.

Television Equipment Co., one of the smaller industry entities, said it will have converter samples in 2 weeks, production will start in 10 weeks, cost of converter will be about $50, complete color set will cost "no more than $50 higher than" 12½-in. monochrome sets.

Rash of "color plugs" may be expected -- a jack on back of set labelled "color" and having various connections. Bendix is equipping its sets with plug, plans kits for existing Bendix sets, states: "If and when color programming and customer demand for color warrant the extra investment, color can be added by plugging a color conversion receiver unit into present Bendix sets equipped with this connection." Video Corp. of America reported that its sets have been so equipped for past year, and that it would be "among the first to make adapters, converters and color sets when the present confused situation is clarified."

None of the larger companies has announced adapters, converters or sets, though most are known to be studying them and several have stated they will make "what the public demands."

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CBS programming plans are said to include "color repeats" and "color simulcasting" -- thus making use of big names like Arthur Godfrey. Still big problem, of course, is getting shows on when people can watch them and "selling" idea to telecasting stations. Some sponsors are said to be interested, primarily for publicity value at first and for getting in on ground floor. Tide Magazine names General Mills, Congoleum-Nairn, Bates Fabrics and Tintair as "definitely" interested.

In promotion activities, there's talk of installing 1000 color sets in public places. Via CBS-TV, of course, you can expect more newscasts and special programs about color, such as Monday night interview with Tele-tone president S. W. Gross and showing of mock-ups (see footnote to facsimile of Tele-tone ad in Special Color Report).

To counter CBS's promotion, TV committee of RTMA discussed $1,000,000 war chest for publicity, put public relations counsel Selvage & Lee back on payroll (RCA also hired Carl Byoir), asked Philco's James Carmine to head campaign committee. You

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can expect flood of ads also from individual manufacturers, distributors, dealers.

Though CBS system is repugnant to virtually all name brand makers, many of them say they'll meet public demand -- regardless what it is -- but plainly intend to wait out CBS promotions designed to create that demand. Few expect any big demand when public learns precisely what it will get in way of color programs, let alone inevitably high cost (while they're still not mass-produced) of adapters, converters, receivers.

* * * *

Hopes and fears of both CBS and set makers have unusual facets:

(1) CBS encourages color manufacture, on the one hand, yet on the other it tries to sooth public by saying black-and-white sets are good for a long time. Stanton's broadcast reference to "waiting for 6 months," however, did not conduce to happy feelings among the manufacturers and merchandisers.

(2) RCA may need to show drop in sales to bolster court case. Yet manufacturers need continued good market to stay in business.

(3) Every black-and-white set sold now, assuming decision sticks, makes CBS system that much more incompatible. September TV sales were at record peak, sets-in-use as of Oct. 1 reached 8,269,400 (see p. 14). Production pace (better than 175,000 TVs weekly) continues; distributors-dealers are loaded for holiday trade.

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Anti-TV forces are said to be delighted. AM operators who missed the TV boat are relaxing as confusion mounts. Rumors abound that certain movie interests are getting in their jabs. But programs grow better and popular enthusiasm for TV continues high.

TELECASTERS' COLOR PLANS (IF ANY): Still largely non-existent or nebulous are plans of telecasters to carry CBS color -- albeit CBS adherents claim half network's affiliates are willing to accept some color from New York via coaxial.

But only handful indicate any such intention at moment. New York's WCBS-TV (CBS-owned), due to be the test station with promised 20 hours per week; Washington Post's WTOP-TV (part CBS-owned), Philadelphia Bulletin's WCAU-TV are the only ones whose managements are all out in their expressed enthusiasm.

A few others have indicated they're willing to give it try, notably the Baltimore Sun's WMAR-TV; Balaban & Katz's WBKB, Chicago; possibly others, who prefer for time being to refrain from public comment.

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Why some stations toy with idea of transmitting color:

(1) Comfortable "bank balance" of black-and-white audience already built (near half the homes in such areas as New York, Philadelphia, Baltimore, Washington) has placed some stations in profit column at long last. So there's feeling of fiscal security, such as major AM stations enjoy, after long operation in red.

If monochrome set sales are slowed down, or even stopped cold, some feel they can continue to make living out of present audience. This is vastly different condition from year ago, when FCC color hearing started, when most stations were losing money hand-over-fist and afraid of anything that would stop audience growth.

If black-and-white sales were halted permanently, stations might consider that in itself a good reason to telecast color -- so as to hasten advent of color sets, sales, resumption of audience growth.

(2) Cost of colorcasts, taken off network, isn't great. Network station need buy no equipment, merely has to keep transmitter on air -- and pray black-and-white audience won't resent jumble of signals from incompatible colorcasts.

Buying color gear for local origination is something else -- quite expensive. And there are technical and manpower problems at staging end. You can be sure stations must be convinced they'll get their money's worth before they dig very deep into exchequers that are still amortizing early operational losses.

(3) Publicity and promotional value of color. As one manager puts it: "We want to show we're an aggressive and progressive station."

(4) Fear of FCC reprisal. Though no hint of force is contained in FCC's decision, some stations will be leery of a "Blue Book" type of license renewal proceeding, wherein rival applicant might come along and say: "This station isn't putting on color; give us the channel and we will."

In fact, some applicants are already alert to issue. This week, Humboldt Greig, ex-DuMont Network sales chief, now operating CBS affiliate WHUM, Reading, Pa., wired CBS: "We can understand transmitter manufacturers may desire stall color until can sell all successful new applicants for VHF...black-and-white setup. WHUM is a complete believer in the future of color...WHUM prepared advise FCC of desire for VHF color grant instead of black-and-white."

Present Commission majority, it's felt, will plump for color on all occasions -- if only to support its much-controverted decision. Moreover, "mandatory color" hangs like Sword of Damocles over the industry; steps toward invoking it could be started at any time -- and it's no secret that mandatory rather than permissive color was in minds of some when FCC issued first color report (Vol. 6:35).

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Foregoing speculation comes from the "comfortable" telecaster -- the relatively few who can rest on present audience. But most can't, must grow. Moreover, 28 of the 107 stations aren't interconnected, would have to buy equipment before they could do anything. Remington Rand, for one, says it could equip stations at rate of 10 a month or better after first of year (Vol. 6:40).

Most objectors to CBS system seem convinced that a better color system, compatible, can be perfected and integrated smoothly into today's TV structure. They complain about CBS's low resolution, brightness, small screen sizes, as well as incompatibility. There are other bases of objection, too:

"Public is being made the goat," says Crosley's James D. Shouse (WLWT, WLWC & WLWD), epitomizing reactions of many telecasters. Speaking in Cleveland Oct. 17 to meeting of Newspaper Controllers and Finance Officers, he asserted:

"The 8,000,000 present set owners deserve paramount consideration, not the next 8,000,000 set owners who have not contributed a dime toward TV in any way and who have refused to buy sets. The vast majority of these 8,000,000 owners are not rich people, but working people who financed their purchases largely through denial of other things in order to get TV into their homes.

"Anybody who messes up what these people have come to rely upon as one of the great vital forces in the broadening of their lives, is in for real trouble. TV is not a gadget with these people, but something that has almost a personal entity within these families.

"The Commission [is] inducing a climate wherein the public may be at the mercy of fly-by-night promotional manufacturers who will seek to capitalize, profitwise, at the public's complete confusion on this situation."

* * * *

We were about to survey all 107 stations, but Hallicrafters has already done it. It asked for "date at which you plan to commence color telecasting."

Of 63 responses to date, 54 said "no plans for color," 3 said they'd transmit it, 6 gave "no comment". Those predicting dates gave from 2 to 10 years.

Naturally, non-interconnected stations have the easiest out. Salt Lake City's KDYL-TV wired: "Are you kidding? How could we telecast color and who would receive it if we could?"

Typical of other responses: "Have no plans whatever for color telecasting plus no equipment...No public clamor hereabouts for color. Everyone seems happy with black-and-white. We think this color plan premature and impractical."

Six were sufficiently concerned over present set owners to say such things as: "It seems to us our first obligation is to the 160,000 people in this area who have bought black-and-white receivers."

Fear of FCC motivated 6 others, who had such comments as: "Will transmit CBS

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color standards when required to do so by the FCC." "Do not contemplate any color broadcasting on CBS standards unless forced to do so by govt. order."

Two CBS affiliates replied that they didn't want to transmit color and didn't have any time available anyway.

* * * *

Checking newspapers around the country gives good picture of what public is learning about local station plans.

Baltimore Sun features article ("Shall I Buy A TV Set Now?") by E. K. Jett, WMAR-TV director. "The answer is 'yes'," he says, pointing out that colorcasting is permissive, that it will be in fringe time, that door isn't closed to compatible systems, that sets can be adapted when color comes. "If, however, you are interested only in color," he concludes, "it would be advisable to wait."

Mr. Jett, ex-FCC commissioner, and its onetime chief engineer, tells us he'll take some color, but not during any good time. He has suggested to CBS, with which WMAR-TV is affiliated, that colorcasts be at noon, said he can't afford to take them at night.

Memphis Commercial Appeal quoted WMCT manager H. W. Slavick: "We have had no word as to what we are to do, or how we are to do it but it is a foregone conclusion it will be months before equipment will be available. We will, of course, give Memphis color TV when color is generally accepted by the industry."

Oklahoma City Daily Oklahoman quoted extensively from statement prepared by WKY-TV manager P. A. Sugg. He said that color is 1-2 years away, that sets can be converted, that other systems may come, that today's sets will "continue to give you years of satisfactory service."

In Birmingham Post-Herald, WAFM-TV president Thad Holt said simply that he hadn't heard from CBS yet, that "I don't have any idea how the situation will affect us locally."

Los Angeles papers say merely that CBS officials haven't heard anything, and that apparently there are no plans for color there.

Dallas News (WFAA-TV) checked leading distributors and dealers, came up with headline: "Dealers Agree TV Color Decision Means Little Here."

* * * *

Charlotte Observer carried half-page ad signed by WBTV manager Charles H. Crutchfield. He said: "On talking yesterday with Dr. Frank Stanton, president of CBS, I obtained the official information on the basis of which I can assure the public that there is little likelihood of any appreciable schedule of color telecasts in the WBTV area within the next 2 or 3 years...You may be sure that black-and-white cable TV will constitute 98% of our operation for at least 2 years after the first color TV begins in the large metropolitan centers. We estimate that it will be 5 or 6 years before as much as 50% of our schedule will be colorcasts..."

Milwaukee Journal's WTMJ-TV went on air, shortly after decision, with statement by manager Walter Damm: "FCC's decision...doesn't mean that color TV will immediately be available to the public in those cities now enjoying black-and-white TV. It has already been announced that the decision will be taken to the courts for final adjudication...When it becomes evident through the development of adapters, converters and receivers that the set owners in our area will not be deprived of at least black-and-white reception during periods of color TV transmission, the Journal Company will bring color TV to Milwaukee just as it has brought other developments in radio and television."

In Buffalo News, publisher Edward H. Butler, also president of WBEN-TV, assured owners and prospective buyers that sets will be good for years, that he has hopes for a compatible system, that station is eager for color but can't tell when it will come, that "until the situation changes materially, we shall see that [set owners] continue to receive black-and-white TV programs without a degradation in clarity and definition."

Television Digest WITH AM-FM REPORTS

Trade Report
October 21, 1950

1519 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020

(See also Color Topics & Trends, page 13)

TRADE 'CONFUSION WORSE CONFOUNDED': Great confusion, still greater apprehension -- that's the TV trade picture at end of first 10 days of mulling FCC's color decision.

It all depends who's talking, whether you get story of "business as usual," which is what most of the big companies with plentiful backlogs of demand tell you. Or "catastrophe," which is what many medium-sized and small manufacturers and their distributors report.

At dealer level, the situation is "shaky," to say the least -- judging from country-wide reports.

It's an axiom of retail trade that you have to give a customer 10 reasons to make him want to buy, whereas only one reason why not to buy suffices -- and in the promise of color-in-a-hurry, he may have found that reason. This, despite specious claims of color's immediacy, cheapness, convenience, etc.

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"This wasn't just a bombshell," said one of the industry's most important figures. "It was an atomic bomb. The TV industry has been wrecked, just when it was really getting going nicely.

"Public confidence has been seriously undermined. Next year's models, and next year's orders, about which we should be thinking and planning at this time, will undoubtedly be down. I won't even be surprised if sales are 25% less between now and the end of the year than they might otherwise have been."

His was an extreme pessimistic view. It should be considered coupled with (a) the indubitable facts of higher prices for receivers due to components shortages; (b) newly tightened Regulation W (Vol. 6:41) and its inevitable impact on low-income buying; (c) higher income taxes; (d) new 10% factory excise that must be added to price of sets from Nov. 1.

Some dealers are reported "feeling the credit pinch" already, but it's really too early to say that any real impact on "banking" of inventories can be discerned. (It's noteworthy, though, that local bankers are prominent among those attending various distributor-dealer meetings around country.) From one big city, this calm view comes by personal letter dated Oct. 19 from a major distributor:

"The color business is a bit messy, but so far our buddy John Q has shown what seems to be native American intelligence, and isn't buying CBS sight unseen. We know it looks good, and when he sees it there may be a different story, although the equipment is an abortion that few would give houseroom."

All these trade factors, added to the exaggerated, complicated and easily misunderstood promises of color-in-a-hurry must inevitably leave their trade scars.

* * * *

Among distributors and dealers, the feeling is bitter against FCC -- so much so that its edict may well be reflected in political reaction. In TV areas alone, these are some 20,000 or more big and little business men of their communities.

All sorts of motives are ascribed to FCC, most without foundation, many unprintable. Distributors and dealers are not only "just plain sore," but they're apprehensive of what's ahead in their trade after current pre-Xmas trade reaches its normal slackening-off period. Many are "loaded" with merchandise; but it's much too early to tell whether demand will diminish to point of distress, though some are inclined to foresee the worst.

"If you've been slapped in the face, it hurts until someone comes along and kicks you in the shins. Then you forget all about the first slap and how it hurt." This is quoted from a letter from one of the oldest and most important Philco distributors in the country, referring first to "bracket standards," then to color

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edict. The young scion of this family business added wryly: "We're calling a meeting of our board to discuss returning to the hardware business, such as our grandfather had -- gas mantles -- those were the things!"

Dealers and distributors are looking to the manufacturers and local telecasters to tell them what to tell their customers. It's not a simple story to tell and, with some exceptions, the set makers haven't simplified things in their usually reassuring but sometimes quite complex messages to the trade.

Nor can the tradesmen take much comfort from what CBS is saying and doing (see Special Color Report herewith); or from Senator Johnson's statement (supporting FCC); or from what FCC members say or won't say.

* * * *

Washington News asked 6 of the 7 commissioners then in town to answer what it called the "$300,000,000 question":

"Would you advise the public to buy black-and-white receivers now, or to wait for color sets?"

The commissioners were approached individually, so there was no comparing of notes. This is what they replied, as reported Oct. 19:

Chairman Wayne Coy: "I wouldn't answer that question for you. No comment at all on it."

Commissioner Jones: "I wouldn't advise them. I'd tell them to make up their own minds."

Commissioner Hennock: "I don't want to get into any controversy. I was against the decision. It didn't seem the right time. There are so many factors -- war priorities, engineers in war work...if the public demands color, they'll get it ...I really don't know what to say."

Commissioner Hyde: "The Commission hasn't ordered anyone to broadcast color. Having participated in the ruling to this effect, the only answer I can make consistent with it is I'd ask for a set with service on the new basis or get a dealer to agree to provide that service in the future. That is, unless the buyer is going to be content with the present operation. Probably get a lot of fun out of black and white. I just believe in giving the buyer his choice. Personally I'd ask a dealer to get me a set capable of getting latest developments or susceptible of getting it installed without substantial rebuilding."

Commissioner Walker: "Well, now listen, I don't think we as commissioners ought to be drawn into that. I don't think we have to pass on these things officially. If I'm going to be quoted it might be misconstrued. If a friend of mine came to me and asked me (about buying a set) I'd tell him but I wouldn't make a pronouncement about it. We have no jurisdiction over buying or not buying. This is a country of free enterprise. We can't say anyone should or shouldn't buy. We've given them the opportunity to do what they want to do about it. The report is self-explanatory."

Commissioner Sterling: "I wouldn't want to advise the public what to buy. All we do is make decisions in the public interest in the field of interstate communications. I'd have no hesitancy in telling a friend of mine to go out and buy a set. He could convert it later, but he'll get substantial returns from the black-and-white system now. It will take Columbia considerable time to develop color broadcasting in terms of choice hours."

Receiving tube production is ample to meet military and civilian demands at present, but shortages of raw materials may play havoc in matter of months. That was consensus of most significant meeting so far between military and NPA officials with subcommittee of Munition Board's Electronic Industry Advisory Committee at Pentagon Oct. 19. Critical, and expected to get even more acute, are such raw materials as nickel, copper, steel, even glass. Measure of radio receiving tube capacity was given in these figures: During January-August 1950, 225,000,000 tubes were produced—25,000,000 more than were made in all of 1949.

RTMA bought $2500 worth of spots on 5 CBS (AM) stations Oct. 22 to promote President Robert Sprague's broadcast on color that evening (see Special Color Report). CBS president Frank Stanton checked language of spots personally, rejected one.

Nielsen Television Corp., Norwalk, Conn. (H. V. Nielsen, president) has filed petition in bankruptcy in U. S. District Court in New Haven, proposing 15% payment of creditor claims, listing liabilities of $164,212 (including $55,060 secured claims and $79,032 unsecured claims) and assets of $148,535, mainly real estate and machinery. Lack of capital is given as reason for company's troubles.

Color TV Topics & Trends: Most observers agree that any slowdown or stoppage of TV set-buying due to color decision will hit smaller manufacturer first—and hardest. That's confirmed in statements from small producers Sightmaster and Rembrandt.

Said Sightmaster's Michael Kaplan: "We are not going into further TV production for the time being . . . Eventually, we may turn our whole efforts to processing glass for other TV manufacturers and drop set making entirely." (Sightmaster is affiliated with Lectrovision Inc., tube maker.)

Said Rembrandt's Robert G. Kramer: "This confusion has stopped our progress cold. We were looking forward to October, November and December as our best months; now they're going to be our worst. It's not healthy for us. We're going to try and stay in business—we'll make color converters and adapters if that's what the public wants—but it's going to be a rocky road."

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Proposed "war chest" of $1,000,000 to publicize manufacturers' side of color TV imbroglio, assuage public's uneasiness over FCC decision, urge continued buying of black-and-white receivers, was revealed by RTMA president Robert C. Sprague Oct. 18 at New York-New Jersey distributors meeting. He's quoted as stating campaign will stress: (1) Good, compatible color system is on way. (2) Black-and-white telecasts will continue for years. (3) Color will be telecast only in fringe times. (4) CBS system is limited—picture size, whirling disc, etc. Proposal is to use pooled contributions from manufacturers for broadcasts, ads, brochures, reprints, etc.

Stromberg-Carlson New York distributor Ben Gross set tone of affirmative, non-belligerent meeting of 600 New York-New Jersey distributors in Barbizon-Plaza Hotel Oct. 18 when he remarked: "We are not here to denounce FCC or anyone else." But he urged telegrams be sent to Sen. Lehman (D-N. Y.) and Rep. Crosser (D-Ohio), who heads House Interstate and Foreign Commerce Committee, to ask for Congressional investigation. He also urged waiting for RTMA publicity campaign material before dealers undertake own answers to public's current questions: Will my set be obsolete? Shall I buy a TV set now? Can I get color on my set? Group was addressed by RTMA president Robert C. Sprague, who talked about FCC decision (see above, and reprint of his radio talk in Special Color Report herewith).

New York dealers heard CBS v.p. Adrian Murphy assure them that growth of color TV would take period of years, that present monochrome telecasts would be continued for long time. Meeting this week of New York Retail Radio-TV & Appliance Dealers Assn. voted (a) to ask FCC for "unequivocal statement" that existing standards were not obsolete; (b) to ask manufacturers to assure public that sets on market are not obsolete, can be converted for color.

"All the explaining in the world won't keep the public from contending that color is here and 'I'll wait,'" says Oct. 16 *Bulletin* of Washington Electric Institute. "A tremendous hazard has been placed in the path of TV sales, now that the public is convinced that color is a reality by government order." It has called Washington distributors-dealers for meeting Oct. 23 to discuss what to do about color decision.

"The Color Television Blunder" is what Hallicrafters is calling decision in ads in Oct. 22 *Chicago Tribune* and Oct. 23 *Chicago Daily News*. Ad lambasts "5 Men Against the American Way," states faith in development of all-electronic, compatible system. Company says it is starting to equip all new sets with connector, making possible later addition of converter for either compatible or CBS system.

Magnifier makers see new lease on life in color TV, coming forth with ads offering lenses to blow up small pictures (as was done with now virtually obsolete 7 & 10-in. sizes). Marvel-Lens Industries Inc., Philadelphia, wired distributors Oct. 16: "Marvel-Lens will be absolutely essential to color TV conversion which furnishes only approximately 5 to 7-in. picture which will require magnification." He called attention to ad in Oct. 18 *Retailing Daily* inviting inquiries on $24.95 lens for 7 & 8½-in. tubes, $29.95 lens for 10, 12½ & 14-in.

Curious dilemmas and anomalies afflicting everyone, including CBS, in the color confusion, are illustrated by a few headlines. Caption from CBS press release: "Present Black-and-White Television Sets Will Get Programs for Considerable Period After Color Broadcasting Starts, CBS President Reassures 7,000,000 Set Owners in Broadcast." *New York Times* headline on reports of Stanton speech: "CBS Head Warns on Buying TV Sets." *Washington Post* headline on same: "Stanton Denies Non-Color TV Sets to Become Useless."

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Sales head of one of Washington's biggest outlets for TV-radios, reporting TV sales last 3 days of this week has dipped 75% under same time last year, gives his opinion that these were reasons—in this order: (1) Prices of sets went up too fast and too high in recent months. (2) Tightening of credit restrictions. (3) Furore over color. (4) Scare buying last 60 days has caused "uneven" buying tempo, and many people have loaded themselves up with other merchandise such as automobiles, furniture, appliances. This executive isn't ready, though, to write off TV sales prospects: "Another few weeks and we'll know for sure," he said.

Buffalo Admiral distributor Ben Kouick, Faysan Distributors Inc., thinks what TV set owners should do is "contact their Congressmen or Senators to compel the FCC to let the manufacturers develop color TV in an orderly manner without jeopardizing the present investment." And, at "indignation meeting" called Oct. 18, Lee A. Wells, Buffalo Crosley distributor added: ". . . A penny postcard to Congressmen or the FCC might be helpful in delaying the action." Bergman Co.'s Richard Levy (Philco) observed: "I'm afraid it's like the NRA and other misguided legislation which have been declared unconstitutional . . . The FCC appears to have over-extended itself."

Unreadiness of TV servicemen to handle color conversions, etc., is stressed by Federation of Radio Servicemen's Assns. of Pennsylvania. After recent meeting in Scranton, Pa., servicemen voted to petition FCC not to release any color system now since "the TV servicing profession is not adequately prepared with knowledge or equipment for this new development . . . Servicing industry is already over-burdened with the black-and-white problem."

Set maker John Meck, who sells under own brand name and also to dept. stores and for private label, says color edict has roused "no alarm" yet in his trade. There have been no cancellations of Meck receivers, but a few of Scott brands from smaller, outlying districts, he stated. It's his belief furore over FCC decision will die down. He has no present plans to make adapters-converters, but will do so if forced by demand and competition.

CBS color system won't work well with present "black" tubes and changes in existing set circuits will void Underwriters Laboratories' approval. So states Chicago TV Installation Service Assn., in Oct. 18 press release which finds nothing to approve in FCC color decision.

TV volume of giant New York Davega chain is down about 5%, according to v.p. Jules Smith, who expects dip to be even more after Nov. 1 excise tax goes into effect.

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Television Digest WITH AM-FM REPORTS
CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020

Special Color Report
October 21, 1950

The Publicity Guns Roar

Stanton-Sprague Broadcasts and Other Comments On the Color TV Issues

Full Texts of Addresses via CBS (AM) Network

CONTENTS

Addresses by Frank Stanton, CBS President, Delivered Sunday, Oct. 15, 6-6:20 p.m. EST—With Texts of CBS Newscasts

Address by Robert C. Sprague, RTMA President, Prepared for Delivery Sunday, Oct. 22, 5:45-6 p.m. EST

Facsimiles of CBS, Tele-tone and Pilot Advertisements, Admiral Flyer to Dealers

Editorial Comment and Cartoons About Color TV Situation

MR. STANTON'S BROADCAST

LAST Wednesday, the Federal Communications Commission issued a decision authorizing color television service beginning November 20. After more than a year of hearings and deliberations, the Commission adopted as the standard for the entire industry the color system developed by CBS.

The reaction of some of the television set manufacturers to the Commission's decision has created considerable confusion and misunderstanding. What I want to do is to clear up this confusion and to answer some of the questions in your minds.

The first question that many people ask is "What happens to the television set which I now have . . . will it become useless on November 20?"

The answer is an absolute, unqualified "no."

Despite the fact that some manufacturers are seeking to create the impression that the public's investment in television sets is about to be wiped out, nothing could be further from the truth.

Most Programs Continue in Monochrome

As a practical matter, color programs will not, overnight, entirely replace black-and-white programs.

The number of color programs will increase at an orderly rate as the number of sets capable of receiving them increases. Most of your popular black-and-white programs will continue to be broadcast until a large percentage of the sets are capable of receiving color. So people who now own sets will continue for the next few years to receive a substantial proportion of the present black-and-white program schedule from the various networks.

Moreover, present set owners can get the new color programs by having their sets adapted—that is, adjusted so that they can receive the color programs in black-and-white. This can be done either by the addition of an external adapter at a cost of perhaps $30 to $50 plus installation, or it can be done for somewhat less through internal changes in your present set by a competent service man.

But even more important, under the CBS system, black-and-white sets which have been thus adapted can be converted to receive pictures in full color at an additional cost estimated as low as $75. The CBS system was the only system which demonstrated a practical color converter at a reasonable price.

(Continued on page 2)

MR. SPRAGUE'S BROADCAST

LAST Sunday at about this time, Mr. Frank Stanton, president of the Columbia Broadcasting System, talked to you on color television and what it means to present and prospective TV set owners.

In his talk Mr. Stanton charged television manufacturers with creating confusion about color television and implied that the Radio-Television Manufacturers Association was blocking TV color development and keeping it from the American public.

Obviously, these statements cannot go unanswered, and we want you to have the facts.

First, perhaps, it would be well for you to know in whose behalf I am speaking tonight. The 300 members of the Association I represent include manufacturers, both large and small, who produce radio and television sets and the tubes and parts that go into them. The names of many of these companies have become household words and you have learned over the years to have confidence in them.

Among our members are the companies which pioneered in AM radio and brought it from the crystal set to its present state of perfection. They developed electronics and radar equipment that played so important a role in the war. They are the pioneers who developed television over many years and who have been steadily improving receivers and reducing costs through mass production, so that today 8,000,000 homes are enjoying this modern miracle.

So what I say to you tonight is not just one man's opinion; it represents the considered judgment of the best informed men in our industry.

Last Sunday Mr. Stanton asserted that manufacturers are trying to create the impression that the public's investment in television sets is about to be wiped out.

Black-and-White Better Than Ever

I do not know anyone who believes that, nor anyone who has said anything like that. In fact, because of the many fine television programs that are coming on the air this fall, I believe that present black-and-white television sets are a better investment today than ever before.

Mr. Stanton told you that some manufacturers are trying to create the impression that the Commission's decision was sudden and that, as a result, they are not prepared to build adapters, converters, and new color receivers.

It is true that the manufacturers could not believe

(Continued on page 5)

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MR. STANTON'S BROADCAST—(Continued)

It is evident, therefore, that present television sets will remain useful to their owners for the normal life of the sets.

The next question that some people ask is "Why should there be color television at all?" The answer is simple. Color is an enormous forward step in the enjoyment of television.

Unless you have actually seen color television—and I hope many of you will see it soon—it is hard to imagine just how exciting it is. The seven members of the Federal Communications Commission, whose job is to analyze and weigh the problem as representatives of the public, said, in their official report:

> The testimony and demonstrations in these proceedings leave no room for doubt that color is an important improvement in television broadcasting. It adds both apparent definition and realism in pictures. It opens up whole new fields for effective broadcastingg, rendering lifelike and exciting scenes where color is of the essence—scenes which in black-and-white television are avoided or, if telecast, have little appeal.

And less than a month ago, FCC Commissioner Frieda Hennock said of color television:

> Until you have seen it you will not be able to grasp fully how significant a development this really is. It will bring a pictorial splendor right into your home. But it is important, aside from its beauty, in the new vistas of programming which it opens up. The entire field of fine art is automatically made a television subject. Color will make meaningful many subjects which would be drab in monochrome. It really adds a new dimension to television and it is impossible to express in quantitative terms the amount of additional intelligence which it can convey.

Within the week, the *New York Times*, speaking of CBS color, said:

> At their best, the color images are superior to the Technicolor seen in the movies. The hues are softer and more restful. The added "information" contained in color images, such as identifying the jerseys of competing football players, is self-evident. The advantages of color are exemplified perhaps even more vividly in the costuming for musical revues. A few looks at color television and black-and-white seems drab indeed.

Color Is Something 'New and Better'

These are typical reactions to color television. They show that color is not just another improvement, but rather is a new and better kind of television. After all, the world in which we live is a world of color, and its accurate portrayal in the home requires color.

What is the place of the Federal Communications Commission in all this? . . . why does anyone have to set standards for color to which all broadcasters must conform?

Congress made it the duty of the FCC to make sure that the public can enjoy the best method of television broadcasting. That is the job of the seven Commissioners and their trained technical staff. It is their job to make certain that important improvements, including television, are not held back from the public. It is their function as well to see that improvements are made available for public use as soon as possbile.

But you might ask "Why can't any broadcaster just go ahead and broadcast color whenever and by whatever system he chooses?"

Unlike most industries, technical standards and rules must be set for broadcasting. Otherwise, different systems of transmission might be used, with the result that each listener or viewer would need a number of sets to get all the programs he wants. The result would be utter confusion and chaos.

FCC's 10,000 Pages of Testimony

Some manufacturers are trying to create the impression that the Commission's decision is sudden and that, as a result, they are not prepared to build the necessary new color receivers, adapters, color converters, and black-and-white sets internally equipped to receive color as well as black-and-white pictures.

The decision was anything but sudden.

The facts are that the color television question has been before the industry and the Commission for ten years. The recent hearing on color produced almost 10,000 pages of testimony. Every aspect of color television was considered from every standpoint. Everybody interested in television—manufacturers as well as broadcasters—was given every opportunity to submit information on the subject, to ask questions, and to express opinions about the different color systems being considered.

Every criticism and objection which is now being advanced by television set manufacturers was raised and answered at the FCC hearings. The Commission considered the matter at great length and reported its findings and conclusions in 50 pages of detailed discussion.

The Commission's decision was neither sudden nor casually considered.

Set Makers Have Had Time

It is also clear that television manufacturers had more than enough time to prepare themselves. All the information for example about the CBS system which was put into the official record of the hearing has been available to everyone in the industry.

In addition, over 7 months ago, CBS furnished sets of almost 100 detailed drawings and plans for each of 54 television manufacturers—over 5,000 drawings in all—showing how to make equipment for the CBS system.

For reasons of their own, many manufacturers failed to use this information to prepare for the action which the Commission has now taken and which at the very least has been a strong possibility for many months.

At this late date some of the manufacturers are complaining that the color decision will harm their business. The fact is that any harm which may result will be due to their own lack of activity, their refusal to plan ahead and their current efforts to confuse the public with belligerent and misleading statements.

Now let's consider for a moment just how good is this color television system which the FCC has adopted, and what is the nature of the criticism.

Some manufacturers have said that the CBS system is "degraded"; that it is a mechanical system; that its picture size is limited. These criticisms are not true. All of them were made at the hearing, they were considered carefully by the Commission, and each was specifically rejected.

'Degraded' and 'Mechanical'?

There is not enough time here to deal fully with these criticisms of the CBS system. However, the criticism about alleged "degraded" pictures just doesn't agree with the facts. The thousands of members of the public who have actually seen CBS pictures have recorded their opinions that the color pictures were vastly superior to ordinary black-and-white, and that even the black-and-white pictures produced from CBS color signals were equal or superior to ordinary black-and-white. The Commission it-

Crockett in Washington Star

self found that the black-and-white picture received from CBS color signals is an acceptable picture.

The charge that the CBS system is "mechanical," was dismissed by FCC Commissioner Robert Jones as a myth. The plain fact is that CBS is not a mechanical system. The engineers representing the very same manufacturers who are now trying to mislead you into believing that the CBS system is mechanical testified under oath that CBS can use all-electronic equipment as readily as any other color system which has been proposed—when that all-electronic equipment is perfected.

The picture-size limitation criticism is not valid either. There is no picture size limitation inherent in the system. Large-size projection pictures have already been demonstrated. And in the reasonably near future, direct-view color receivers will be developed which will produce color pictures as large as black-and-white direct-view receivers.

After hearing the testimony and after actually viewing the CBS system side by side with the other systems, the Commission unanimously found that the CBS system was not only the best—it was the only one capable of giving satisfactory color pictures and the only one that is practical for use in the home. In addition, the Commission held that the CBS system can readily take advantage of important new engineering advances such as the all-electronic tri-color tube. These are not CBS claims—they are findings of fact and conclusions reached by the FCC.

The Compatibility Argument

The seven members of the Commission, after all, are impartial. They have no bias based on self-interest—as is the case with some of the manufacturers. It is the Commission's job to represent and protect you. When they find that the CBS system is the best system, I think you can take their word for it, and disregard the claims of others who have their own special axes to grind.

This leaves the only argument advanced during the hearings—and still advanced—which makes any sense at all. This argument is that the CBS system is not what has been called "compatible" and that the Commission should have waited for a "compatible" system.

What is meant by "compatible"?

As used in color television, it means the ability of existing black-and-white sets—without any change whatsoever—to receive color programs in black-and-white. In other words, under a compatible system, when a color picture is transmitted over the air, it would be received as a black-and-white picture on your present sets.

It is true that the CBS system is not compatible. We have always admitted that it would have been desirable for the CBS color system also to be compatible—in addition to all of its clear superiorities over other systems. We just were not able—and no one else has been able—to achieve compatibility without sacrificing color performance.

But the Commission decided that its responsibility was to select the best color system and that, therefore, the many clear-cut and indisputable advantages of the CBS color system outweighed the compatibility point.

Why FCC Chose CBS Color As Best

I think you will agree that the Commission was right in this conclusion in the light of the facts which I would like briefly to review.

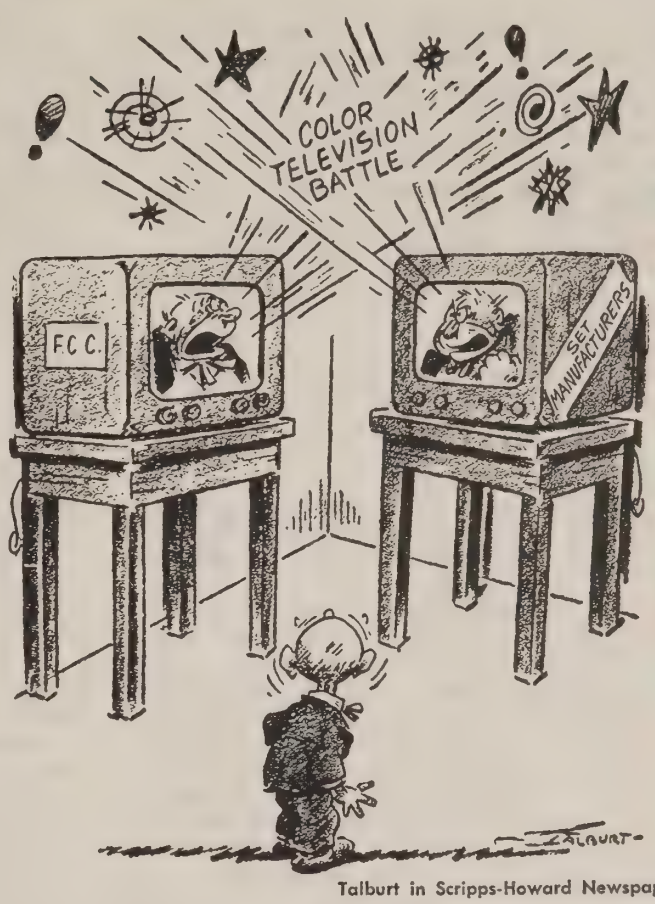
First, as I have already pointed out, present sets can be adapted at reasonable cost to give black-and-white pictures from color broadcasts.

Second, all future black-and-white sets can be manufactured at an even lower added cost to provide built-in compatibility for every future purchaser. You who are concerned with compatibility and want to buy a black-and-white set after the next month or so may well want to insist that the set you buy includes this feature.

Third, while the CBS color system lacks compatibility, it is the only system proposed under which present black-and-white sets could be converted to recieve color programs in color at a reasonable cost . . . and after all, it is color we are all seeking.

Fourth, and this is an overriding consideration which

A MESSAGE FROM THE SPONSORS —By TALBURT



Talburt in Scripps-Howard Newspapers

PHOTOCOPIED BY WARREN PUBLISHING, INC.

some manufacturers choose to ignore—the Commission concluded that good color performance and compatibility have not been found together, nor are they likely to be found in a single system. On this point the Commission said in its decision:

> No satisfactory compatible system was demonstrated in these proceedings. . . . Based upon a study of the history of color television development over the past ten years, from a technical point of view, compatibility, as represented by all compatible systems which have been demonstrated to date, is too high a price to put on color. In an effort to make these systems compatible, the results have been either an unsatisfactory system from the standpoint of color picture quality, or a complex system, or both.

Therefore, you should be very much on your guard when manufacturers tell you that a good color system which is also compatible is just around the corner. They have been saying that for years, yet no such system has ever been produced and none is in sight.

FCC On Compatibility

In reaching its decision on the issue of compatibility, the Commission reasoned in the following way:

The Commission first concluded that it is improbable that a system can be developed which would be satisfactory in color performance and at the same time be compatible. The Commission then concluded that the CBS color system was most satisfactory as to color performance despite its lack of compatibility. The Commission, therefore, in adopting the Columbia system on the merits of its color performance, decided to adopt it now in order to check the growth of incompatibility.

If a decision had been postponed, more and more people would have bought black-and-white sets. Each day of delay would have aggravated the compatibility problem still more. Before long, there would be not 7,000,000 but perhaps as many as 40,000,000 black-and-white sets incompatible with the CBS system, and all requiring adaptation. That might have made adoption of the CBS system difficult, if not impossible.

Therefore, at the very least the price of delay would have been the greatly increased cost to the public of adapting not 7,000,000, but as many as 40,000,000 sets; and at worst, color television might have been impossible

for generations. I think you will agree under these conditions that the Commission acted wisely in not waiting.

'Should I Buy a TV Now?'

This leaves just one more question which I am sure many of you are asking:

"Should I buy an ordinary black-and-white television set at this time?"

I cannot give you a flat answer, because the answer may vary with your preferences and your pocket-book. But I can give you some facts which may help you make up your own mind.

The first fact is that present black-and-white sets now on the market will continue to receive present black-and-white programs. These programs will continue for a considerable period of time, although at a diminishing rate within a year or so.

The second fact is that most sets now on the market can be adapted, so that when there is color broadcasting, the program will be received in black-and-white. And, of course, the sets can be converted to receive color broadcasts in color.

Therefore, if the manufacturers give you their word that there will soon be available adapters and converters for the particular black-and-white sets which you are considering, you will have protection against obsolescence.

On the other hand, I want to point out that it will be somewhat cheaper and more satisfactory to buy a black-and-white set which is already adapted, so that it has built-in compatibility. Furthermore, a new combination color and black-and-white set may be somewhat less expensive and will be more satisfactory than an ordinary black-and-white set adapted and converted for color.

'Wait 6 Months, Save Money'

Therefore, if you wait for, say, six months, you may save some money, and you will have a self-contained set with built-in compatibility and built-in color. On the other hand, if you buy an ordinary black-and-white set now, you will be able to enjoy the black-and-white programs being broadcast. But, if you do buy such a set, buy only from a manufacturer who will give you positive assurance that there will soon be adapters and converters which will enable you to get color.

Already there are encouraging signs. Some manufacturers are showing a constructive attitude and are preparing to make color equipment. These progressive manufacturers are turning from the past and looking to the future so as to serve the public. I am sure there will be many others.

Unfortunately this constructive attitude is not being displayed by all manufacturers.

I learned yesterday that a meeting is to be held tomorrow in New York under the auspices of the Radio-Television Manufacturers Association to consider what attitude the Association would take in the matter of color television. In the belief that Columbia could contribute helpful information, I immediately telegraphed the President of the Association requesting permission for Columbia representatives to attend the meeting. This morning I received a telegram from the President of the Radio-Television Manufacturers Association stating that the meeting would be closed to us.

If any statements come out of that meeting, I hope you will read them in the light of these facts. We do not want the future of color television to fall into the hands of any self-appointed group—meeting in secret behind closed doors. We know you do not want that either. We intend to do everything we can to prevent anyone, either television manufacturers or anyone else, from blocking color television and keeping it from the American public.

Meanwhile, CBS proposes to go forward with its plans to bring color television to you at the earliest possible moment. In less than two months we will be broadcasting 20 hours of color programs each week. We will hold color demonstrations to which the public will be invited. We will cooperate fully with manufacturers, broadcasters, and servicemen. We are willing to license every manufacturer to make equipment using the CBS color inventions.

I am certain that within a few months, the public will begin to enjoy color television in the home, and that, at an accelerating rate thereafter, color television will become a full-grown and exciting addition to the history of American progress.

* * * *

EDITOR'S NOTE: Mr. Stanton's allusion to 6-month "wait" aroused storm of indignation among manufacturers, distributors, dealers—and 11 p.m. newscast on CBS, same night, took particular pains to stress that present TV sets won't be rendered obsolete. The exact words as broadcast:

"Frank Stanton, President of the Columbia Broadcasting System, tonight said that television sets receiving black-and-white pictures, will *not* become useless overnight, when CBS color broadcasting begins. Mr. Stanton addressed a nation-wide radio audience to clear up the confusion caused by the reaction of some television set manufacturers, who seek to create the impression that the public's investment in TV sets, is about to be wiped-out. Mr. Stanton declared that *nothing* could be further from the truth. In case you missed the CBS President's reassurances to television set owners, Mr. Stanton's address will be repeated over this station—WCBS—at 11:15 tonight—just a few minutes from now." [Italics are CBS's.]

* * * *

Again, in the CBS *World News Roundup* at 8 a.m., Monday, Oct. 16, CBS reporter wound up by stating:

"In case you've felt concerned about the coming of color television, CBS president Frank Stanton has made a reassuring statement. He says black-and-white television sets now in use will not become useless when color broadcasting begins. Despite the fact that some manufacturers are seeking to create the impression that the public's investment in television sets is about to be wiped out, said Dr. Stanton, nothing could be further from the truth. Present sets will remain useful to their owners for the normal life of the sets.

"On the question of whether to buy a new television set now, Dr. Stanton gives this as his advice: 'If you plan to buy an ordinary black and white set now, buy only from a manufacturer who'll give you positive assurance that there will soon be adapters and converters which will enable you to get color.'"

"See It?"

Herblock in Washington Post

MR. SPRAGUE'S BROADCAST

(Continued from page 1)

—until it actually happened—that the Federal Communications Commission would approve a non-compatible color system. They believed—and still believe—that the action was unwise.

But that isn't the only reason equipment is not ready. Even minor changes in existing television receivers take six months to make; basic changes take much longer. The increasing load national defense requirements are placing upon the industry's engineering and production talent makes production changes even more difficult.

I am sure by this time that you know why I requested time to answer Mr. Stanton. It is good to clear the air. Let me also try to answer the questions that I know are in the minds of some 8,000,000 television set owners and the additional millions who want the entertainment and education that can be brought to their homes only through television, and are planning to buy television sets in the months just ahead.

Best Opinion of the Manufacturers

As you can well imagine, during the past few days a lot of people have asked me about the future of television. So I think I know the questions that are in your minds—and I want to answer them by giving you the best judgment of the manufacturers. These are the men best qualified to know the answers.

First, will present black-and-white programs continue? And, second, what programs will I gete in color? And, third, shall I buy the black-and-white set I had planned to buy now?

There are two primary reasons why we believe black-and-white programs will continue to provide the best television entertainment for years to come. One is our profound conviction—the FCC to the contrary notwithstanding—that the right kind of color television system simply isn't here yet. The second is an equally firm belief that black-and-white television will never be obsolete, even when a sound color system is developed. As black-and-white receivers will always cost less, they will appeal to many economy-minded persons. Moreover the advertisers who sponsor most of the best television programs will never abandon this mass audience to any large extent in favor of a much smaller number of persons who will be willing to pay extra for color.

Only a Few Will Colorcast

CBS has promised it will broadcast 20 hours of color per week, but most of these broadcasts apparently will be in fringe hours when the average person is at work or asleep and will not include the popular evening programs.

And remember that this broadcasting schedule in all probability will be undertaken by only one of the nation's 107 television stations, or at the most, by those affiliated with CBS.

To my knowledge no other television station has as yet indicated any intent or desire to broadcast even *one* hour of color per week.

The reason for their caution is, of course, that the CBS system is non-compatible with present black-and-white broadcasts. The minute any station puts on such a color program, it loses its entire audience for that period, except for the people who will have bought adapters or converters to tune in the non-compatible color broadcast.

Consequently, few national advertisers are likely to sponsor color broadcasts in commercially-valuable evening time, unless and until a substantial number of sets have been converted. Conversely, only a few televiewers, with cash burning their pockets, are likely to buy adapters and converters until an appreciable number of the *good* programs are broadcast in color.

Why "Compatibility"?

That is the main reason why television manufacturers have been insisting, ever since the FCC's hearings started thirteen months ago, that no color system could prosper unless it were "compatible" with today's black-and-white transmissions.

Right here I think I should define "compatibility" about which you have heard so much.

The CBS system approved by FCC is non-compatible. By that we mean that existing television sets cannot get any picture at all from a CBS color broadcast, unless the owner has purchased an adapter which will shift the receiver to the new, non-compatible color signal. Every set tuned to that station channel, which is not thus adapted, goes "blind" the minute a CBS color signal goes on the air.

A "compatible" color system, on the other hand, will provide just as satisfactory black-and-white pictures on existing sets as today's regular black-and-white broadcasts and without any added cost to the present owners.

Of course, if all present sets were to be equipped to bring in the CBS-type signal, this question of compatibility would lose its importance. So let's look into this possibility.

But first, perhaps I had better explain what I mean by "adapters" and "converters" as applied to present-day sets.

Adapters and Converters

An "adapter" is a device which must be bought and installed on present television sets merely to get black-and-white reception from a CBS color broadcast. It will, moreover, produce a poorer black-and-white picture, that is one with much less pictorial detail than the one you get today. A "converter" is still another device which has to be also added if present sets are to receive color broadcasts in color.

The demand, if any, probably will be for combination adapter-converters which are estimated to cost well in excess of $100, the amount varying with the size of the picture tube. I have no doubt that some few persons, who are interested in the novelty of color and who are in a position to be at home during the hours when it is broadcast, may make this extra investment. And to the extent there is any public demand for such adapter-converters, I am sure that they will be made available as soon as production requirements can be met.

But are these adapter-converters going to be a mass production item?

CBS and FCC currently believe they will, and I believe that both parties are sincere in saying so. But I point out that neither CBS nor FCC has ever been in the manufacturing business; they have never sold radio and television equipment to the public. So I am more inclined to take the opinion of set merchandisers, who know by long experience that the public, especially the housewife, does not want any extra "gaget" or "gadgets" on her receiver, whether for radio or television.

The Wheel and Picture Sizes

The converter required to receive the CBS color broadcasts is particularly cumbersome-looking due to its mechanical disk or wheel. It is this rapidly rotating wheel which makes it impractical to convert a television set to give a color picture larger than 12½-in. The wheel itself should be more than twice as large as the picture tube—e.g., about 28-in. in diameter for a 12½-in. picture tube. As the public in recent months has shown a definite preference for larger and larger pictures, it is doubtful that it will be willing to revert to the smaller TV screen merely to receive color.

Consequently, it is a fair assumption that only a very small percentage of present TV set owners will buy adapters and converters—even when they are freely available—and then only when the popular programs are broadcast in color during the more favorable viewing hours. And such scheduling of color broadcasts is unlikely until a substantial viewing audience, equipped with color converters-adapters, is available. So it's a little like the question: Which comes first, the hen or the egg?

There is only one clear answer. That is a fully electronic *compatible* color system which many of the industry's leading engineers and scientists have been working on for many months and are entirely confident can be commercially developed in the relatively near future. Such a system will offer no problem for the set owner as he will

(Continued on page 12)

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Ads That Stirred Things Up:

THIS FULL PAGE AD was placed Oct. 18 & 19 by CBS in various newspapers, synchronized (usually several pages ahead) with full page in same issues placed by Tele-tone. Night before first ads broke, CBS-TV also telecast interview with Tele-tone president S. W. Gross, discussing Tele-tone's "color TV packages" promised about first of year, prices as yet unstated. Shown on telecast were mock-ups of slave units in table and console models, using existing sets as drivers (detector, amplifiers, etc.). Slave units incorporate adapters (to 405 lines, 144 fields), have own CR picture tube, color wheel and motor. Screen sizes of slave units, it was stated, will be 10, 12½ & 16-in., latter definitely with magnifier, 12½-in. probably also.

CBS welcomes Tele-tone –the first set manufacturer to bring you Color Television

Last Wednesday, the Federal Communications Commission, acting in the interest of the public, authorized the CBS system for commercial color television broadcasting. Since then there has been confusion in the minds of many people about color television.

On Sunday I went on the air to try and give answers to questions like: What does the CBS color system do to my present television set? When can I get color television programs? Should I buy a television set now—or should I wait?

Now—one short week after the Commission's decision—one of America's progressive and responsible television set manufacturers has come up with another specific and practical method to provide the public constructive answers to these questions.

The effect of his method is to say: *You can have color television in your home in less than three months.*

If you are interested in television, I urge you to read his clear and specific announcement on page 25 of this paper.

Frank Stanton PRESIDENT,

The Columbia Broadcasting System

Copies of Mr. Stanton's talk on Color Television may be obtained by writing to The Columbia Broadcasting System, Dept. A, 485 Madison Ave., New York 22, N.Y.

Tele-tone's Companion Ad--In Same Newspapers

TELE-TONE'S FULL-PAGE ADS, released along with those of CBS (opposite), ran first in *New York Times, Herald Tribune and News; Philadelphia Bulletin, Baltimore Sun, Washington Post, Columbus Dispatch, Chicago Tribune, Los Angeles Times.* It was also due to be placed this week in Providence and New Haven. Cost of first week's insertions, it was stated, was $26,000 and campaign "will continue in all TV areas." Tele-tone stated it is paying for its own advertising.

Here's how you can have

COLOR TELEVISION

with Tele-tone "Tele-color"

IMPORTANT NEWS FOR AMERICA'S EIGHT MILLION TV SET OWNERS AND THE TWO MILLION PLANNING TO BUY TV SETS!

Today, the public is confused about color television. But there's no need to be confused.

If you own a Tele-tone...or if you've ordered a Tele-tone...or if you plan to buy a Tele-tone...

Don't worry! Your investment is safe! You can have color with your Tele-tone set...*Fast! Dependable! Low cost!*

Right this minute, the Tele-tone Corporation is speeding the mass production of a package converter called "Tele-color" which will bring you FULL COLOR reception on any Tele-tone Television set — past, present, or future.

Deliveries start January 1st! You can buy any Tele-tone set you want today, knowing you'll be able to get color with it. So why not start today to enjoy the wonderful entertainment you get only on television? Go ahead and get your Tele-tone set now—you'll have color soon.

What's "Tele-color" like? It's a light, compact unit that fits on top of your console model, or if you have a table-model, provides its own console. A flick of the switch, and you have either black-and-white or glowing color!

And it won't be expensive! Tele-tone "Tele-color" will be priced so modestly, it will be within the immediate reach of every television set owner.

What does this mean to you?

1. You can stop worrying about your Tele-tone TV investment. The set you own or the set you buy now, is money safely spent.
2. You will get color television fast.
3. You will get color television at the lowest possible cost.

Tele-tone is one of the pioneers in the engineering of color television receivers. Tele-tone will remain in the forefront of color television progress ...first to bring you the finest in color TV at the lowest cost.

Here's our promise! Fine color television will be yours very soon, at very low cost, with the same Tele-tone set you now own or buy today!

S. W. GROSS, *President*

THE TELE-TONE RADIO CORPORATION

PHOTOCOPIED BY WARREN PUBLISHING, INC.

Tele-tone TOPS IN TV!

Pilot Lashes Out Against CBS System

PROBABLE HARBINGER OF MANY MORE to come from the manufacturers, addressed to public, is this first ad placed by Pilot Radio Corp. in *New York Times* and *Mirror* Oct. 18. Pilot says it may continue ad campaign, but dropped suit against FCC.

PILOT WANTS TO GIVE YOU COLOR TELEVISION...

but not as a "Flying Saucer"

PILOT Radio Corporation is fighting FOR—not against—Color Television. But Pilot wants to give you *simple, streamlined* color TV...to protect you against unnecessary headaches and expense. And Pilot feels that the FCC is depriving you of *satisfactory* color TV, by refusing the industry the additional time needed to make it available.

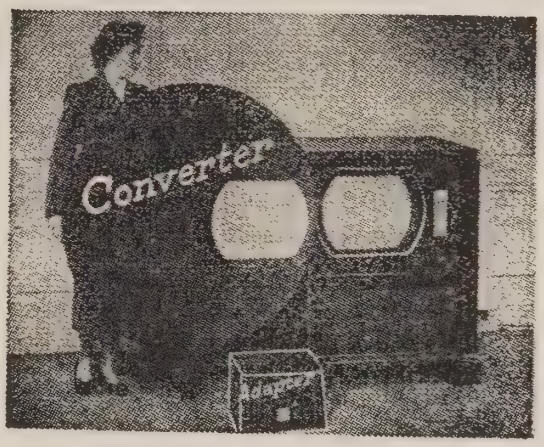
As a television pioneer with 22 years of TV experience, Pilot is qualified to judge the facts. And Pilot agrees with the best-informed technical opinion in the industry — and the 2 dissenting members of the FCC—that the ruling was made with utter disregard of other late color developments, which can and will give you color television *as you want it*, in due course.

Pilot's advice to you is this:

YOU CAN BUY A PILOT TELEVISION RECEIVER OR ANY OTHER REPUTABLE MAKE OF TELEVISION SET TODAY WITH CONFIDENCE

Whatever the outcome of the color controversy may be, Pilot will make certain that you will be able to use and enjoy the TV set you own—or plan to buy—for years to come.

Not This:

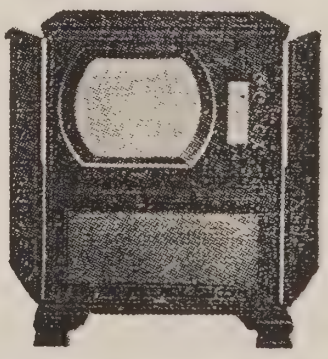


What's This? The Flying Saucer?

Could be! But actually, it's the way a 19 inch TV set may look, if the color television system adopted by FCC is used. The box on the floor is the Adapter. Find a hiding place for it . . . in the attic, in the refrigerator, under the baby's crib; you'll have to have it.

(Note: converter and adapter are dummies made for illustration purposes.)

But This!



This beautiful 19" Pilot Model TV 191 shows how your complete color television receiver would look if FCC gave the industry additional time to develop it.

PILOT Radio Corporation, Long Island City, N. Y.

PHOTOCOPIED BY WARREN PUBLISHING, INC.

Admiral's Flyer To Trade

FIRST MOVE BY MANUFACTURER to give dealers something to post in their stores and windows, was this flyer by Admiral released to distributors in all TV areas early this week. Other manufacturers sent telegrams, letters, etc. to their distributors and dealers, with similar data to enable them to answer questions from the public. Heavy barrage of more such "counter-measure" publicity material may be expected as other manufacturers (and RTMA) plan publicity campaigns.

BLACK & WHITE vs. COLOR TV

PHOTOCOPIED BY WARREN PUBLISHING, INC

Despite Licensing of Color Telecasts There Will Always Be Black and White Television

Here are the answers to questions the public has been asking about the recent Federal Communications Commission Ruling on CBS color television:

Q. *What does the FCC ruling really mean?*

A. Simply that the FCC has authorized telecasting in color by the CBS system. The door is still wide open for other color systems, should they prove more desirable.

Q. *What will happen to present black and white telecasting?*

A. Nothing. The FCC ruling provides for dual standards, both black and white and CBS color. The same excellent programs in black and white will continue to be telecast as before.

Q. *What kind of programs will we get in color?*

A. Only experimental programs for a long time to come. Without an audience, no sponsor is going to foot the bill for a big name program. Forty million people are enjoying black and white television today. Only with a big audience like that can sponsors afford to pay for the excellent programs now being telecast in black and white.

Q. *Will I be able to get CBS color if I purchase a black and white set today?*

A. Yes. With an "adapter" you will be able to receive color programs in black and white. With a "converter" you will receive them in color.

Q. *When will I be able to purchase a color television set?*

A. Not for a long time. We don't know of a single manufacturer of the nationally known brands of television receivers who is planning to make them.

Q. *Should I wait to buy a CBS color set?*

A. Even if you could purchase a CBS color set tomorrow, it would be inadvisable to do so for several reasons:

(1) Should the mechanical CBS color system be later supplanted by a compatible electronic color system, your CBS color set would become immediately obsolete. This is a definite possibility.

(2) You would be limited in size to a 10-inch picture.

(3) A CBS color set will probably cost double that of a black and white set of comparable size. It will be years before sufficient worthwhile network shows will be telecast in color to justify this additional expenditure.

Q. *Why are manufacturers of nationally known brands opposed to making CBS sets?*

A. For several reasons:

(1) Manufacturers are absolutely convinced that the incompatible CBS system is utterly impractical and not in the public interest.

(2) The unsightly whirling disc which must be placed in front of the CBS receiver is a definite handicap to styling and appearance.

(3) The public wants big and still bigger pictures. The CBS system, as a practical matter, is limited to a 10-inch direct view picture.

(4) Manufacturers want color television. It means a vast new market for them. But they want a practical compatible electronic system that will not impose unnecessary expense upon present set owners.

Q. *Should I purchase a black and white television set now?*

A. By all means . . . for these reasons:

(1) By purchasing a black and white TV set now, you will be holding your investment to a minimum . . . just about half of what you would have to put into a comparable color set.

(2) You will be getting your money's worth and more through the millions of dollars which today are being spent for black and white programs.

(3) When sufficient worthwhile programs are telecast in color sometime in the future, that's the time to make the additional investment required to convert your set to color. Your total investment should be no more than if you had purchased a color set in the first place.

(4) You avoid the risk of obsolescence. Regardless of what system is ultimately employed, a mechanical incompatible CBS system or a compatible electronic system, you will be able to convert to either.

DON'T WAIT!!! ENJOY TODAY'S TELEVISION TODAY

Published in the public interest by

Admiral Corporation

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EDITORIAL OPINIONS ON THE COLOR TELEVISION ISSUE

'Dictation and Coercion'

Editorial in Oct. 18 *New York Times*

THE Federal Communications Commission has decided that television images in color must be transmitted by what is technically known as a "non-compatible system," meaning a system that will make it impossible for some eight million owners of television sets to receive even black-and-white from a color-transmitting station without paying about $400,000,000 for auxiliaries. Hence the consternation and dismay with which the decision has been received. Few voices have been raised in the Commission's defense. In arriving at its decision the Commission ignored the findings of a committee of scientific experts, headed by Dr. E. U. Condon, Director of the National Bureau of Standards, and appointed by the chairman of the Senate Committee on Interstate and Foreign Commerce to make an impartial study of the status of color television.

The section of the Communications Act under which the Commission promulgated its decree directs it "to encourage the larger and more effective use of radio in the public interest." This broad language may justify the setting of long-term transmission standards to insure fidelity of reproduction in color or black-and-white, brightness of image and high quality in general.

But the Commission has not contented itself with setting standards. In effect it is dictating to manufacturers what kind of television sets they are to make if images are to be received in color with converters and in black-and-white with adapters. The Commission admits that the black-and-white images into which color is to be translated by installed sets at great expense will be of inferior quality. Yet the Commission is supposed to safeguard the public interest.

The testimony taken in committee hearings at the time the Communications Act became a law leaves it to be inferred that Congress had no intention of authorizing the Commission to invade the factory. It is true that the Commission's order applies only to television transmitting stations. It so happens that there is a lock-and-key relationship between a television station and a television receiving set. Hence any decision that affects television stations also affects manufacturers of home sets.

This coercion of an industry which has hitherto enjoyed a large measure of freedom is apparently without precedent. In the case of color television we have a usurpation of authority that needs correction. That correction can be made only if the Communications Act comes up in the Federal Courts for interpretation. The time for the judicial interpretation of the phrase "to encourage the larger and more effective use of radio in the public interest" has arrived.

Stanton Takes Issue with New York Times; Editor Replies . . .

Foregoing editorial provoked CBS president Frank Stanton to write letter to editor of *Times*, published Oct. 20 as follows:

The confusion and misunderstanding about the Federal Communications Commission decision concerning color television has engulfed even THE NEW YORK TIMES editorial page. The editorial of Oct. 18 is appropriately entitled "Television Chaos," but the chaos inheres not in the Commission decision but in your interpretation thereof.

The first error in the editorial is the statement that the commission "ignored the findings of a committee of scientific experts headed by Dr. E. U. Condon, director of the National Bureau of Standards. . . ." This is a charge already made by R. C. A. and nobody else. It is wrong.

The Condon committee and the Commission were functioning in different spheres and with different responsibilities. The Condon committee made no recommendations concerning choice of systems; further, the areas of agreement between the Commission findings and the report of the Condon committee are far greater than the areas of disagreement.

The editorial's basic criticism of the Commission's decision is that the Commission went beyond its functions in not only setting standards but in "dictating to manufacturers what kind of television sets they are to make if images are to be received in color with converters and in black and white with adapters." It is charged, therefore, that the decision constitutes "coercion of an industry" and "usurpation of authority."

These criticisms are based on a complete misunderstanding of the Communications Act, of the function of the Commission and of the effect of the Commission's decision.

Type of Signal

Before radio or television can be broadcast on a regular commercial basis it is necessary that the Commission first set technical engineering standards prescribing the type of signal which must be transmitted. Unless there are such standards it would be possible for each station to send out a different type of signal and the consumer would have to have a different receiver for each station.

Setting standards for broadcast service has always been the procedure followed. It is precisely what the Commission did when it authorized black-and-white television. Once it set black-and-white television standards, any manufacturer who wanted to go into the business of making and selling television receivers obviously had to make receivers designed to receive the signal being transmitted if he wished to offer a usable product.

The editorial itself recognizes this "lock-and-key relationship between a television station and a television receiving set." But having recognized this basic relationship, the editorial then ignored it and thus has been led into its basic error.

Of course, each manufacturer remains free to make precisely the kind of television set he chooses. He can continue to make ordinary black-and-white sets if he thinks he can sell them. He can make any one of a variety of types of sets which will receive color, just as a number of manufacturers are engaging in producing different models to receive the CBS system.

In setting standards for color the Commission has done exactly what it has always done in authorizing any radio or television broadcast service. In this decision, therefore, it has usurped no functions and dictated to no one unless what it has always done constitutes usurpation and dictation. Never before has it been suggested that when the Commission in the past has set standards it has been guilty of "dictation" or "usurpation." It cannot be so suggested because the setting of standards is one of the explicit and necessary functions of the Commission.

Compatibility Problem

Further, it is to be noted that it clearly was in the public interest for the Commission to adopt color standards now, instead of delaying the question further. The Commission concluded, on the basis of ten years' experimentation with color, that there is no reasonable probability that a satisfactory "compatible" color system (that is, a color system capable of being received in black and white on existing receivers without change) can be developed. It found that only the CBS system is now capable of producing satisfactory color, and only the CBS system assured such color for the foreseeable future.

Since the CBS system is "incompatible"—and thus requires changes in existing sets to receive the color signals in black and white—the public interest compelled a prompt decision in order to prevent further aggravation of the compatibility problem. The degree of increased aggravation of the compatibility problem can be measured on the basis of the 8,000,000 sets now in the hands of the public as against perhaps as many as 40,000,000 black-and-white sets in the foreseeable future.

To have postponed the decision would have imposed great additional economic burdens on the public, or deprived it of color

altogether unless a satisfactory compatible system should some day be developed—a contingency the Commission did not find likely.

In the light of these basic facts which the editorial overlooked, the criticisms therein were plainly mistaken.

Times Editor's Reply

Mr. Stanton overlooked the fact that we expressly conceded the right of the Commission to set standards, but questioned its right to set up systems of transmission.

That the FCC ignored the Condon report was brought out on Sept. 10 at the Institute of Radio Engineers' Convention in Los Angeles. A question from the floor addressed to a member of the FCC brought the reply: "The Senator Johnson-Condon report was not entered as hearing material and therefore was not given consideration in the FCC decision." The report was issued on July 10—time enough for its consideration.

Mr. Stanton's statement that the "areas of agreement" between the Condon committee and the FCC "are far greater than the areas of disagreement" is not borne out by the Condon report. On Page 40 appears a table in which the system that Mr. Stanton advocated scores only eight points. Of two other systems one scored eleven points and the other six. It looks as if there were more areas of disagreement than of agreement.

Mr. Stanton says that "each manufacturer remains free to make precisely the kind of television set that he chooses." The manufacturer who does not produce a set that will conform with Mr. Stanton's system courts bankruptcy within five years or so.

How does Mr. Stanton know that the odds are against the development of a "compatible" color system? The Condon committee arrived at different conclusions on Pages 37 and 38 of its report.

Mr. Stanton thinks that in the public interest the FCC had to arrive at a prompt decision. The Commission has been considering television for ten years. The Condon committee was appointed because the vacillation and dilatoriness of the FCC forced the Senate to seek the best technical advice that competent technologists could give.—Editor, THE TIMES.]

'Last Word Not Yet Spoken'

Editorial in Oct. 13 *New York Herald Tribune*

THE Federal Communications Commission faced up to a grave responsibility in handing down its decision approving the Columbia Broadcasting System's method of transmitting color television. It was a painfully difficult decision to make, vitally affecting the interests of the owners of 7,000,000 sets, of a highly competitive industry which has long been at odds over the problem, and of the scientists and technicians who have been trying to devise a system that would be both practical and economical. A large section of the industry, particularly the manufacturers of sets, wanted the FCC to withhold its decision until a perfect system could be accepted by all; but the FCC, mindful of the rate with which set ownership is increasing, decided to act before the already grave problem of color conversion got completely out of hand.

That such a decision should be necessary illustrates both the complexity of the new industry and the importance of protecting the public interest in a highly technical dispute beyond the ready comprehension of most laymen. There is no reason to doubt that the FCC acted—by a five to two vote—strictly on the advice of its technicians and from a desire to prevent excessive dissemination of sets that would soon be outdated. And yet, there are admitted flaws in the CBS color system, such as the presence of a cumbersome color wheel, the limitation to a 12½-inch image, the need of a special adapter to receive color pictures in black and white on present sets. Opposing systems, on the other hand, have thus far failed to match the fidelity of the CBS pictures, and the FCC showed no great confidence that they could eventually be made to do so.

One fact on which all sides seem agreed is that television sets now in use have considerable service ahead of them before they become obsolete—if they ever do. Certainly the introduction of color into motion pictures many years ago was by no means spelled the end of black and white movies, and the complexities of TV color may be even more difficult to overcome. The one certainty that stands out in the aftermath to the FCC decision is that the last word has not yet been spoken on this perplexing problem.

'Public the Appropriate Jury'

Editorial in Oct. 14 *Washington Post* (WTOP-TV)

THE effect of the Federal Communication Commission's decision authorizing color television for commercial use is to leave the choice between color and black-and-white reception to the arbitrament of public opinion. The public is, we think, the appropriate jury. The millions of potential purchasers of television receiving sets will now be able to determine whether or not the industry is to turn in the direction of the field sequential method of transmitting color programs developed by the Columbia Broadcasting System. It is indubitably the best method of transmitting color now available, although it may be superseded in a few years by a method compatible with present black and white standards. To have postponed the choice any longer would have been to foreclose it altogether.

The choice is inevitably displeasing to the manufacturers of television receivers, since they must now guess what the public will demand and adjust their production accordingly. It will create perplexities for broadcasters for the same reason and perhaps require them to modify or supplement their transmission facilities. And it will entail certain inconveniences for owners of television receivers. So far as the manufacturers and broadcasters are concerned (this newspaper may to some extent be considered an interested party since it is associated with the Columbia Broadcasting System in the ownership of Station WTOP radio and television) the situation must be regarded as a normal incident of a free enterprise economy. They will have to adjust to the public demand whatever it may be.

So far as present owners of television receivers are concerned, the FCC decision results in making available to them an additional benefit at additional cost. Their instruments will continue to receive black and white pictures transmitted by the system now in use. To receive black and white pictures transmitted by the CBS system, an adjustment, said to be inexpensive, will be required. To receive color by the CBS system, a somewhat more expensive and complete converter will be necessary. This is likely to have an additional disadvantage in that it will disfigure cabinets which are valued as furniture. But the nearly eight million television sets now in operation are by no means rendered obsolete by the choice which the FCC has authorized.

Television receivers are now being manufactured at a rate of more than five million a year. Thus the inconvenience to set-owners would quickly be multiplied if the FCC waited for the development of a color system compatible with present standards and then discovered that it could not be realized. We quite agree with the commission's view that "we would be derelict in our responsibility to the public if we postponed a decision any longer." The issue will be resolved, as it should be, by the free forces of competition.

Why All the Haste?

Editorial in Oct. 13 *Washington Star* (WMAL-TV)

THE Federal Communications Commission has produced convincing evidence of the superior quality of mechanically produced color television as compared with partially developed electronic systems. But the reasoning advanced by an FCC majority for refusing to delay final approval of the mechanical method, as sponsored by the Columbia Broadcasting System, is not so convincing.

The stated FCC reason for adopting at once the CBS plan of bringing color to the Nation's 7 million-odd TV sets is that any additional delay in making permanent its tentative decision in favor of CBS would only increase the number of new sets that would have to be converted. That argument would be valid if the television industry were ready today to start producing color TV receivers—of the

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CBS or any other type. Actually, manufacturers are having difficulty in obtaining supplies to keep up with the demand for black-and-white receivers. The shortages are apt to grow worse as Federal demands for radar and other electronic equipment increase in line with expanded defense orders. Indications are that it will take many months, perhaps several years, before quantity production of color TV equipment can be achieved.

If the public will not be able to buy color equipment any time soon, it is hard to see why the FCC, by a five-to-two vote, decided that haste in reaching a final decision on color systems is necessary. Two commissioners urged delay so that research and development experts in the electronic color tube field could have more time to improve the electronic systems. Radio Corporation of America and Color Television, Incorporated, are leading competitors in this field. Both companies have reported progress in improving the quality of their color pictures, but the FCC, by its split decision, has refused even to examine these improvements at this time.

The majority indicated that it looks with favor on further research and that it will consider revising its attitude toward color tubes if one ever is devised that meets its strict standards for color television. If such a tube should make its debut after thousands or millions of TV owners have gone to the expense of converting their conventional sets to the CBS revolving disc system, the FCC decision will have cost the public a lot of wasted money. Color wheel converters would be rendered obsolete by an FCC-approved electronic color tube. And the tube system would eliminate the bulky wheel, which would be at least two feet in diameter for the largest picture practicable with the CBS device—12½ inches.

This much is plain. The prospect of early transformation of the television industry from black-and-white to color is still as slim as ever, despite the FCC decision. And this being so, it is very difficult to believe that either the public interest or the interest of an industry that is still in the limping stage has been served by this needlessly premature commitment to a particular color system.

MR. SPRAGUE'S BROADCAST

(Continued from page 5)

be able to receive in black and white all broadcasts, whether originating in color or black and white, without any additional expenditure for new equipment or adjustments whatsoever.

What Should Public Do?

For these reasons, when friends of mine ask me what they should do about color television, here is what I tell them:

The color system presently authorized by the FCC produces a picture in satisfactory color, but it has these definite limitations:

(1) Except for projection-type sets, which the public has shown little interest in, the CBS color system is limited in its present form to pictures no larger than 12½ inches.

(2) Sets and converters now require a large mechanical disk or wheel which rotates at a speed of 1440 revolutions per minute and which, in my opinion, will never be acceptable to the majority of set owners.

(3) Due to the non-compatibility of the CBS color system, color programs for some time to come will be necessarily restricted—even in the few cities where they are broadcast—to off hours and the less popular entertainment.

(4) The recent color decision of the FCC is now before a Federal court. And it will probably be some time before we definitely know when or whether the CBS color system will actually be broadcast commercially.

I also tell my friends that long before the present color system can win any real measure of public approval or establish a substantial audience, the combined talent of America's electronic engineers will have developed an all-electronic and compatible color system which will probably replace the present incompatible system.

Furthermore, I also tell my friends that if they want to experiment with color, despite its present limitations, they will be able shortly to buy converters and adapters, which they can add to their black-and-white sets.

For Good Reception: Monochrome

Finally, I tell my friends that if they are interested in good receiption of the better television programs, they can buy black-and-white sets now with confidence that they will continue to receive these programs for many years to come. In other words, there is no reason at all for them to delay the purchase of a television set.

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"Include Me Out,"

Says Columnist Fred Othman

DOES the man-in-the-street give a darn about the color TV fracas?

"Include me out," says United Features Syndicate (Scripps-Howard) columnist Fred Othman, one of earliest and most fervent drum-beaters for color TV, in his Oct. 19 column. Still partial to CBS pictures, possibly reflecting layman's reaction, he writes:

HELP! Gents of the television industry, will you kindly lay off the telegrams, the phone calls, and the bitter handouts about color TV? Already my wastebasket's overflowing and a few more loads of your literature will turn my home into a fire hazard.

Fact is, fellows, I don't even own a television set. It doesn't much matter to me whether TV pictures are in technicolor, varying shades of gray, or sepia. Just the other night a neighbor of mine asked me in to see his new set. He snapped it on and what do you think came out on the 19-inch screen? Midget wrestlers, big as life. Kicking each other in the teeth and committing mayhem all over my friend's living room.

Whether this would have looked better in color I do not know, altho one of the performers did get a bloody nose and I suppose crimson gore on the viewing tube might have been more spectacular. What I mean, gentlemen of the video trade, is that you're not going to get me involved in your own private rhubarb.

* * *

All I know is that I followed last summer's hearings by the Federal Communications Commission carefully; I took in all the demonstrations of the various kinds of color machinery. It may be, as some of you say in your lawsuits, that the FCC made a mistake in approving the Columbia Broadcasting System's color set. Perhaps, as you charge, it is a mechanical monstrosity.

The one beauty of it is that the durn thing works. And works perfectly. Beautiful blonds still are beautiful on CBS television. Shaggy dogs have big brown eyes and Standard Oil trucks are the proper shade of red on this device with the whirling disc.

I also had a good long look at the Radio Corporation's color dingus, which generates its own rainbow inside the tube. Some of the engineers said this was far better; only trouble was that it didn't work so well. I saw one lovely on it whose hair changed from orange to green before my very eyes.

The experts said this was because it still needed a little perfecting and eventually it would work far better than the CBS system. Now some of my mail indicates that this color won't be good enough for a couple or three years yet.

So the FCC approved the CBS widget, simply because it's here now and ready to go into production at once. That sounds fair enough to a bystander like me.

* * *

Fact of the matter is that the one man in America who is responsible for this color whoopla hasn't even been drawn into the fight. Fellow by the name of Big Ed Johnson, U. S. Senator from Colorado and the same man who took on Roberto Rossilini and Ingrid Bergman for what they did on the steamy isle of Stromboli.

Sen. Johnson saw one of the early CBS demonstrations and, like most other people getting their first look at it, he was as amazed as he was delighted. When it developed that the system had been available for nearly 10 years, he blew up.

He accused the FCC of dilly-dallying and he said if the commissioners didn't get off their handkerchiefs and make color TV available to the people, he'd investigate 'em. That brought action. Now we've got lawsuits. Me, I'm not much interested. Instead of watching midgets tramp on each other's noses tonight, I'm going to read a book.

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MARTIN CODEL'S
INFORMATIVE NEWS SERVICE
ON THE
TELEVISION BROADCASTING
ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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October 14, 1950

In This Issue:

I—What FCC Color Decision Means.
II—What the Manufacturers Say.
III—What Distributors-Dealers Say.
IV—What the Telecasters Say.
V—What Press and Radio Say.

I—WHAT THE FCC COLOR DECISION MEANS: Hurly-burly following FCC's 5-2 authorization of CBS color -- announced Oct. 11 and effective Nov. 20 (for full text, with Hennock-Sterling dissents, see Special Color Report herewith) -- has tended to obscure these vital immediate and long-range considerations:

(1) Colorcasting is "permissive", not mandatory -- with programs to be offered for long while via very few stations, and then mainly in "fringe" time.

(2) FCC will wait and see how color catches on, voluntarily, before considering pressure on stations -- which would require drawn-out rule-making process.

(3) Door is not closed to compatible systems. FCC goes out of its way, in decision, to emphasize that it will consider improvements in such systems whenever they come -- and RCA, CTI, GE and others promise them soon.

(4) "Dual standard TV", with black-and-white dominant on all stations and with some color on a few, leaves market wide open for "buyer's choice" -- with free play of scientific, industrial and competitive forces settling issue eventually.

* * * *

Immediate effects of decision, briefly, were these:

(1) It will be appealed to courts next week, with RCA, Pilot, perhaps others, filing suits -- despite claims of FCC lawyers that appeals have no chance.

(2) Color converters will be made by a handful of companies -- Tele-tone, Webster-Chicago, Starrett, Celomat, plus number of tiny outfits, saying they'll turn them out. None expects to have more than samples before Jan. 1 at earliest.

(3) Biggest set producers won't make color sets -- not in quantity, at least -- unless they have absolute proof public will permanently refuse to buy black-and-white. Even if they want to make such sets, they will be at loss until bracket standards issue is settled, inasmuch as FCC decision says hearing will be held on that subject at a later date. But eyes turned to Philco at week's end, when New York Times quoted president Wm. Balderston as stating company had conferred with CBS after decision and had decided to make sets for CBS system "if there is public demand." [See Part II.]

(4) CBS will have to shoulder virtually all the colorcasting burden and the promotional effort, except for such assistance as the color set, adapter and converter makers may supply. New York will be key testing ground for some time, with relatively few stations joining tests at outset.

(5) Most telecasters will wait out storm as long as possible, capitulating only if black-and-white sales are stopped cold -- regarded unlikely in view of color apparatus and servicing costs, limitation of color picture size in a field trending to larger and larger pictures, continuation of top-hole programs in monochrome.

(6) Even those planning to transmit color will do so mainly on "off" hours, just as CBS's WCBS-TV in New York plans to do (Vol. 6:40), since they can ill-afford to disrupt revenue-bearing black-and-white schedules or ignore bulk of 10,000,000 black-and-white sets-in-use. [See Part IV.]

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(7) Manufacturers will continue to concentrate on mass-production (and mass-priced) monochrome receivers, limited only by buying public's demand and availability of war-scarce materials. Distributors and dealers will soon indicate extent color has influenced demand, and war orders will soon govern TV industry's capacity for civilian output. [See Part II.]

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The burning question -- will people stop buying black-and-white? -- has no answer yet. Nor is anyone (including CBS, with its TV manufacturer-sponsors and its present and future stake in telecasting) likely to advise them not to. New York Times' Jack Gould asked CBS's Dr. Goldmark whether it would be wise to buy now:

"If I were enthusiastic about color, I'd wait," he answered. "If I were lukewarm, I'd buy."

We asked FCC Chairman Coy same question. "I'm not going to answer that question now," he replied. Had anyone else asked it? No, nobody.

Here are the reactions and information upon which foregoing projections of what-will-happen are based:

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PERMISSIVE TELECASTING: FCC chairman Coy tells us simply, "Hours of operation were not an issue in this hearing. The issue was standards. We never even discussed requirements for stations. Rule-making hearing would be required for that subject, just as it was in black-and-white. No one has asked for such rule-making in color." Obviously, Commission will "wait and see" before starting rule-making proceedings which could drag into months if not years.

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COMPATIBLE SYSTEMS: In paragraphs 16 & 17 of decision, FCC made it clear that new or improved color systems can be brought before it at any time but that proponents "will have to sustain the burden of showing that the improvement which results is substantial enough to be worth while when compared to the amount of dislocation involved to receivers then in the hands of the public."

Since it's FCC's legal obligation to consider developments of any kind, and in light of dissents by Hennock and Sterling, many industry people regard decision's elaboration of this point as indication Commission is not only willing but eager to see perfected compatible system come along if CBS system bogs down because of its incompatibility.

RCA won't stop work on its system, it made clear emphatically (see page 3). CTI's Arthur Matthews announced that his company "will continue full speed ahead with development of its new fully compatible color system, utilizing the 'Chromicon' camera, notwithstanding Wednesday's decision, in preparation for demonstration before the FCC." Of decision itself, Matthews said:

"It will impose a staggering financial burden on present TV set owners, and depreciate the value of black-and-white sets considerably....The American public will be unjustifiably saddled with an incompatible, inferior system which will impose an out-of-pocket penalty under this ruling....When this loss is fully realized by the public, CTI is confident the FCC will want to change its decision in the public interest."

Hazeltine's A. V. Loughren insisted: "I'm certain that a system employing mixed highs will eventually be used. The FCC is charged with conservation of a natural resource -- spectrum space. Mixed highs have proved their value for that purpose. To assist our licensees, we will of course supply them information on the CBS system."

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COURT TEST: RCA leaves no doubt that it will go to court, probably next week -- but venue isn't revealed. RCA contends FCC decision was "capricious" and its chairman David Sarnoff is convinced manufacturing and sales will be adversely affected and some companies forced to the wall. Pilot president Isidor Goldberg has publicly announced intention of asking injunction. His attorneys, Mnuchin & Smith, 33 W. 42nd St., New York, say they'll file next week, probably in Eastern District of New York.

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RCA's Gen. Sarnoff called decision "scientifically unsound and against the public interest." He said: "No incompatible system is good enough for the American public. The hundreds of millions of dollars that present set owners would have to spend and that future set owners would have to pay to obtain a degraded picture with an incompatible system reduces today's order to an absurdity....Regardless of what anyone else may feel called upon to do, RCA will continue its efforts to advance the bedrock principles on which the sound future of color television can be built and will be built..."

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COLOR CONVERTERS, SETS, ADAPTERS: Tele-tone said it will make converters, up to 16-in. (magnified), that will work on any existing or future Tele-tone sets. Full-scale deliveries would begin "about the first of the year" at "surprisingly low" prices. Adapters aren't planned, since "we think people will want color, for just a little extra money, rather than merely continue to get black-and-white." Converters will be designed for Tele-tone sets only, at first. No difficulties are foreseen in converting sets, including consoles. Said sales manager Morton Schwartz: "We've been making our sets since March with idea of adding color if CBS system were adopted....We think we have a technique that's exclusive and we don't want to talk about it yet." No costs were mentioned.

Webster-Chicago anticipated "appreciable" production of 10-in. converters by first of year, larger sizes later. Cost of 10-in., reportedly, would be about $100 plus installation. Company also said it would make adapters, but prime effort is obviously on converters.

Starrett said it would show samples of converters in 30 days, but would need 4-5 months to get into production; it has hired ex-CBS engineer Sidney Lidz to head color work.

Celomat reportedly will have 5 & 7-in. converters, selling for about $15 & $35, respectively, in a few weeks. But scanning adapter isn't included; company expects servicemen can accomplish adaptation for $15-$35 additional.

In Washington, McCarthy Bros., small servicing company, said it is ready to sell 12½-in. converters for $70 installed.

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Worth noting is fact that adapters get little attention. Apparently thought is that people will go whole hog and buy converter, rather than stop with adapter.

Noteworthy, too, is fact that color sets, with disc and all enclosed, get little attention from the converter makers. Reason, of course, is that it will take many months to get any sort of production of built-for-the-purpose color sets.

Small size of CBS picture doesn't seem to worry those manufacturers promising converters quickly. Nearly everyone else is concerned about that factor. CBS is experimenting with "drum" instead of disc, to get bigger screen. Dr. DuMont has experimented with drum for months, laughs when asked about its use in home. Drum idea is simply this: Panels of drum are color filters. Picture tube is slipped into drum sideways, supported there while drum rotates.

As for projections, they have their problems. North American Philips, prime projection exponent, is sold on its 2½-in. tube, foresees registration problems if 3 patches of phosphors are placed on its face, which is way CBS achieves projection, but with larger tube. Philips is working on whirling disc with small tube but says there's severe problem of light loss.

Projections are always more costly, use more components, have not clicked with buying public. And, on top of that, lenses and mirrors will be harder to get as military steps up demand for that type of equipment, too.

Hanging over whole problem of trying to make color sets is issue of bracket standards (Vol. 6:40). Here's how Dr. DuMont looks at it:

"We regard this whole thing as a tentative decision for CBS. On one hand, they adopt the system; on the other hand, they say they'll hold a hearing on bracket standards. That means that if you tried to build color sets, they'd become obsolete when bracket standards are adopted. How crazy can you get?" Dr. DuMont reports that some dealers are scared, but he doesn't know whether fears are yet justified.

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CBS's PLANS -- President Frank Stanton issued statement, also read on CBS newscasts: "Today's action...means that color broadcasting is a certainty....Although there has been understandable controversy within the industry over the color television question, CBS is confident that all segments of the industry will now unite to bring to the public this great advance in the television art and that within a few months color receivers and converters will be on the market...

"CBS will shortly announce its specific plans in a number of different areas of color television activity. These will include its color broadcast schedule which within the next 2 months will reach the rate of 20 hours weekly. Many of these programs will be made available to stations in the 45 markets connected by coaxial cable and radio relay. In addition, arrangements will be announced for public demonstrations of color television, as well as for clinics on color television for manufacturers, broadcasters, television service organizations, and advertisers and advertising agencies."

These plans may be announced next week. CBS says some stations are willing to accept color over network if schedule can be arranged. There's question whether CBS can start before Nov. 20, when new standards become effective. WCBS-TV now has 10-11 a.m. color test pattern daily, but Coy says this can't be converted to programs, even sustaining, before Nov. 20.

All-out effort by CBS, at least for awhile, seems certain. Then it, too, will have to evaluate its expenditures and see whether it's getting anywhere. CBS has denied any intention of going into receiver manufacture on own, but has been quoted as stating it will assist in forming a new $50,000,000 corporation to manufacture color sets if present industry doesn't.

Network's news coverage of Wednesday decision was quite complete that night and next morning, and was very restrained and circumspect. It has said nothing to affiliates as yet, aside from sending them (and all other TV stations) same statement by Stanton that went to press and that's excerpted above.

CBS stock rose from 36 Monday to high of 40½ day of decision, closed Saturday at 36⅝. Total A & B shares traded during week was estimated at 41,800.

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RTMA president Robert Sprague issued calm statement at week's end:

"As of Nov. 20, there will be two broadcasting standards -- black-and-white and color. Present black-and-white sets will be able to continue to receive present black-and-white broadcasting...

"There are approximately 8,000,000 TV sets in the hands of the public... [They] will be unable to receive color broadcasting, under presently approved standards, either in black-and-white or in color, unless and until the owners of these 8,000,000 TV sets can purchase [and install] either 'converters' or 'adapters'.

"Because of this situation, there will be a continuing and increasing audienc of 25,000,000 or more people for present black-and-white broadcasting, and, initially, at least, practically no audience at all for color broadcasting.

"For this reason mainly, most informed persons in the industry believe that color, as presently selected by the FCC, will have a very slow growth indeed.

"However, if and when a color system is available which is 'compatible' with present black-and-white broadcasting, then all programs could be broadcast in color without any loss in audience whatsoever. And those who wanted to receive the many fine programs in color would be able to purchase color receivers [when] available.

"The vast majority of the engineers and scientists in the electronic field believe that there will be available within a reasonable length of time a satisfactory commercial color system which is 'compatible'...

"It is my considered opinion that this will be in the not too distant future, as enormous strides have already been made in this direction, and I have great confidence in the ability of our many great scientists and engineers to bring this highly desirable development to an early successful conclusion.

"The FCC in its present order encourages the development of such a color system and will certainly seriously consider its adoption if and when available...

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system. At this time much additional use of critical materials and critical development and production manpower would be required for production of color receivers. Have no plans to produce color converters or black-and-white adapters..."

Emerson's Benjamin Abrams: "We are in process of meeting to determine plans in light of FCC decision. No comment until plans are formulated. Decision had some effect on dealer sales but not sufficient to affect company's production plans until end of year." Earlier, Mr. Abrams stated (Vol. 6:40) it would take at least a year to get a color receiver into production, adding: "I don't see much market for it anyhow, even in New York."

Freed Radio's Joshua Sieger: Press release quotes him as stating: "The mechanical sequential color system approved [by FCC] was tested and rejected many years ago in British laboratories as unsuited for home use...never used for color motion pictures." He adds: "It is a mockery of the public welfare that this antiquated system of color reproduction, discredited and repudiated for use in as simple a medium as the motion picture, should be approved by an official govt. agency for the vastly more complicated art of TV...not one single TV manufacturer is willing to invest a single cent in the manufacture of color receivers based on this antiquated system. They will be obsolete before they even reach the blueprint stage."

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General Electric's W. R. G. Baker: "Much too early to give positive answer [to question about building color sets, etc.]. Distributors report considerable confusion and public questions but no definite reports on effect on sales." In press interview, Dr. Baker called FCC action "an attempt to force a technological change ahead of time." It would be comparable, he said, to a hypothetical govt. order that "on and after Jan. 1, 1951, all railroads should be equipped with jet-propelled locomotives."

Hallicrafters' William J. Halligan: "No clear plans now but may be able to manufacture double-standard black-and-white receiver ultimately. Flying disc color receiver cost unknown...Some jobbers report their dealers are restive, but others ask us to divert to them any receivers which may be cancelled by others." In earlier statement to press, Mr. Halligan said:

"It is a craven decision brought about by misguided Senatorial pressures rather than by a true concern for the public interest...The TV industry, into whose face this decision was flaunted, showed unanimously in their replies to the FCC a greater, more sincere concern for the public interest than the Commission which has been sworn to uphold it. I am reminded of Horace, 'The mountains have been in labor, and brought forth a ridiculous mouse'."

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Hoffman Radio's H. L. Hoffman: "FCC color decision pulled rug from under TV sales both at wholesale and retail level, and manner in which news release has been handled by CBS and FCC has augmented confusion in present set owners minds as well as potential buyers. We have no current plans to manufacture CBS color...This could very well be a dilemma passed on to consumers similar to 33 1/3 & 45rpm record changers that killed radio-phonograph business, because when consumer doesn't get intelligent answer he merely goes on buying strike. Certainly, information we have so far makes it difficult to tell intelligent story to consumers."

Kaye-Halbert's Myron Blackman: Replied by phone from Los Angeles to say his company has no intention of making such sets, has felt no impact on sales due to FCC decision.

Majestic's Louis Silver: "Our position has not changed in any manner, shape or form [from what it submitted to FCC in reply on bracket standards; see Special Digest of Oct. 7]. We still feel the decision, as announced by FCC, is not only premature but almost an impossibility."

John Meck Industries' John Meck: Press release flatly states company will not switch production to color, warns that "the CBS system might mean putting a 4½-ft. disc whirling at the rate of 50 miles an hour into the TV family's living

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II—WHAT THE MANUFACTURERS SAY: Aside from handful who announced they would make CBS color sets, converters or adapters (see Part I), reaction of most manufacturers -- as gleaned from replies to our telegraphed inquiries and from statements to press -- ranged from bitter anger to can't-do-it, won't-do-it, depends-on-demand. More than score replies included most top producers, though some remained silent.

What RCA's Gen. Sarnoff, DuMont's Dr. DuMont, RTMA's president Sprague had to say is quoted in Part I. Here's what others said:

Admiral's Ross Siragusa: "We do not plan to manufacture CBS color receivers or color converters or black and white adapters." Submitted also was his statement telegraphed to all Admiral distributors for relay to 16,000 dealers in TV areas:

"Regarding recent FCC color decision we urge you acquaint your customers with fact that decision allows for continuation dual-standard of telecasting which means that present excellent programming will continue black and white on all 4 major networks. Impractical, unsightly whirling disc system which Commission approved will be pushed only by CBS network owning four stations out of the national total of 107. No sponsor will make any investment color telecast for audiences which will consist mainly of CBS executives.

"It is our prediction that CBS color will fumble along for a few months, after which time compatible electronic system which can be utilized by present receivers will be perfected. Then CBS receivers will be completely obsolete. In view of these facts, I urge you reassure public that Columbia color and FCC action mean little or nothing to harm growth of television as we know it.

"Admiral is proud of way you TV dealers...have steadily increased your business in spite of obstacles bureaucrats have constantly thrown in your way."

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Air King's David H. Cogan: Replying by phone stated there's real problem in getting components. He questioned acceptability of 7 and 10-in. color sets. Though at FCC hearing he estimated 10-in. color converter (blown up from 7-in.) would cost $100-$125, he now says "nearer $200." To build a brand new color set, he said, would cost $125-$130 more than standard 10-in. He expressed concern over risk of tooling up for color and converters -- "tremendously expensive for smaller set makers." He said bigger companies might "roll the dice" with color as a sideline, but wasn't sure he can afford to do so. He confessed he's "now worried" but said: "No manufacturer was more enthusiastic about CBS color during the hearing, or has had more experience in designing sets for it." He added he thought Comr. Sterling was right in saying public doesn't want small-screen sets, even in color.

Andrea's F. A. D. Andrea: Quoted in New York Times as expressing hope Congress will intervene. He called CBS color a "Rube Goldberg system".

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Belmont Radio's W. L. Dunn (Raytheon): "Have no immediate plans for manufacture of CBS color receivers or color converters but are taking precautionary measures of finalizing engineering design of adapter which we will try to make available during [1951] first quarter to distributors requesting at price not yet determined. Impact of decision on dealers and distributors has resulted in isolated cases of color hysteria. However, these reactions are in no way indicative of the actual effect on the market."

Bendix's William A. Mara: In statement to press asserted that "because of the huge mobilization program, mass production of color TV receivers is at least 3 to 4 years away." Bendix made some of CBS's experimental color receivers, and Mr. Mara stated technical problems in making them involve (a) space -- "scanning disc will almost double width of current sets"; (b) screen size -- "CBS system is satisfactory on 12½-in. tubes" but "current demand is for 16-in. or larger"; (c) price -- inevitably much more expensive. "The immediate problem is meeting the demand for black and white. There is an enormous amount of research ahead before we can mass produce a marketable color TV package at an attractive price."

Crosley's John W. Craig: "Cannot advise whether we will manufacture color receivers as doubtful that public will pay higher prices for a degraded color TV

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III—WHAT DEALERS & DISTRIBUTORS SAY: "Restive" is the word that pretty well describes attitude of distributors-dealers toward FCC color decision -- reflecting reactions of buying public. There are some 20,000 in TV areas, and their opinions are important, economically and politically -- the pocketbook pulse of the trade.

From replies of manufacturers to our queries about effect on trade [Part II you could gain impression that tremendous publicity actually hasn't hurt sales of T receivers very much -- yet. From first few days' reports on TV-boomtown Washington and other TV cities, that impression persists, though some industry leaders (notabl RCA's Sarnoff) are extremely bearish about impact on trade.

Except for cancellations of small orders by some dealers, and to lesser extent by a few purchasers, there has been no great upset in today's flourishing market. Name brands are still moving; it's the smaller companies -- manufacturers, distributors and dealers -- who are worrying most because they have no backlogs of demand, no cushioning resources, as have the big companies.

A major eastern RCA distributor says dealers are "mildly upset" but haven't cancelled or refused deliveries; another big one told of 11 dealers cancelling smal orders. Echoing public inquiries, dealers are asking, "What does it mean?" Manufacturers are attempting to answer, individually, and RTMA's TV committee meets Oct. 16 in New York's Hotel Roosevelt to consider FCC color report and what the industry should say to the public.

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Business reports in newspapers supported manufacturer-distributor accounts of no letup in buying. New York Herald Tribune's Oct. 13 "Buyers & Sellers" column reported crowds thronging TV departments and "buying heavily." Conclusion of that column: "No adverse effect on the sale of black-and-white sets."

Quick survey of key Washington distributors and dealers reveals there's not much public reaction, few cancellations. Two of city's largest chains sold more TV Thursday (day after color report) than day before. Only negative reaction was from George Wasserman, owner of George's, one of country's biggest chains.

Wasserman is worried about inventory, said he was going to cancel all order Nov. 1, won't re-order until manufacturers assure him he won't be left holding the bag if sales drop to nothing. He's "suspicious," he said, of the large number of delivery notices he's received recently -- "carload lots" -- whereas up to beginnin of week he had to "sweat to get merchandise." He's afraid, he said, that in 2 or 3 weeks, when "manufacturers have cooled down" and their "labs begin working on color TV," they'll begin "jockeying for position" in color -- and the dealer take hindmost. But business is good, he admitted, and he thought it will be year before manufacturers have color sets at any reasonable price level.

Retailing Daily reported Oct. 13 that leading New York dealers have indicated they are going to cancel -- one chain store executive stating cancellations were primarily to force manufacturers to clarify confusion via big newspaper ads.

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Distributor-dealer reports indicate local newspapers, radio and TV stations leaned over backwards to get facts and present them clearly to public. For most part, first thinking that all set owner needed was $30 gadget to get color has been dispelled; public now understands such an adapter will simply permit black-and-white reception from colorcasts, converter costing perhaps $100 more -- plus servicing.

It's clearly understood now that converters will cost lot more than previously published prices. Trade is inclined to look on them as passing fancy (like Pilot's $29.95 FM converter, which enjoyed short-lived vogue). Color receivers will cost considerably more than $200 price attributed to CBS unless and until they go into mass production, seen unlikely in immediate future.

Grave doubts are raised whether servicemen are capable of adjusting present sets for either adapters or converters -- aside from the increasingly acute manpower and components problem. Consensus is that many sets will have to be taken to service shops for adapting, returned to factories for conversion. Only group publicly announcing readiness to undertake job is New York's Assn. of TV Service Companies.

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room." Letter to dealer asserts "no manufacturer is going to do an all-out job on [CBS] color equipment." Mr. Meck added:

"The CBS system is not now and never will be practical for anything more than a 10-in. or 12-in. picture tube. Next spring, the most popular size will be 21-in. The whirling disc needed to produce color pictures from this tube would have to be about 54-in. long...would have to revolve at the rate of 50 miles an hour at its circumference. There is not enough equipment in the U.S. to perform the dynamic balancing required for such a wheel...The FCC has left the way open for a sound electronic system of color TV...This arbitrary decision has no practical effect on the situation, but only adds to the confusion."

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Motorola's Walter Stellner: Via telephone stated company has no color plans at moment, said dealers are still taking all sets turned out and merely joking about "sending us truckloads of color sets". Motorola's Paul Galvin expressed hope action would be taken to courts, and in New York Friday executive v.p. Robert Galvin lashed out against CBS color, called disc "flying saucer," predicted it "will die as soon as the public gets all the facts." Motorola has wired its distributors and dealers:

"We feel there is nothing alarming about this decision because it does not affect today's black-and-white TV...Keep in mind that the public is being increasingly well served by today's black-and-white TV standards and programs and will continue to be [for] a long time to come. Sets of today's designs and today's black-and-white TV programs will obviously remain the backbone of the TV business for an equally long time...Satisfactory color TV on the CBS standards is still a long way off...Whirling color disc [is] impractical and limits picture size to 12½-in. tube or less, which the public already regards as too small. The public has been hearing about color for almost 2 years but they have gone on buying present black-and-white sets in huge quantities. We are convinced they will continue to do so."

Olympic's Percy Schoenen: Replying by phone, stated company is working on plans for adapters, converters, color sets, but doesn't know when it can make them or how much they will cost. Company policy is to make sets for whatever system is adopted. Has had no adverse reaction from dealers yet.

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Philco's William Balderston: Stated to New York Times (Oct. 14) that company will make receivers for CBS system "if there is public demand" but added he thought FCC has made a "gross mistake"; that black-and-white will be useful indefinitely; that existing 8,000,000 sets do not face early obsolescence. Philco engineers conferring with CBS to "learn" about system. In not closing door entirely on CBS system, as have most other manufacturers, Mr. Balderston said Philco's plans necessarily were tentative and subject to change.

Sightmaster's Michael Kaplan: "Your Commission's decision favoring the CBS color system is received with deep concern by the Television Manufacturers Assn.," states message to FCC released Friday. "In the public interest, we would like to know whether CBS shares 1/100th the confidence in their incompatible system that your Commission does. We would like to see the color of CBS money invested in the chaotic manufacturing wilderness created by their system and your decision. As far as we know, CBS has not put up one dime. Why?"

Stromberg-Carlson's Sidney Curtis: "We don't know the answers. How can we figure designs and costs when we don't know whether Commission demands bracket standards, on which it says it will hold hearing later, or a simple switch, or compatibility later? How can we presume to sell a degraded picture to our customers? Maybe a plug-in for color is the answer. We just don't know -- and the Commission hasn't made things any clearer."

Sylvania's Max Balcom: "We don't know yet what we're going to do. We have made no decisions. There is no evidence yet of adverse impact on trade."

Tele King's Louis I. Pokrass: "Plans not yet made...Too early to feel results from distributors and dealers on sales."

Zenith's E. F. McDonald: Quoted in Oct. 13 New York Times as declaring he has no intention of "halting or slowing" the manufacture of black-and-white sets.

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chains" in light of another question, which he posed himself: "Would FCC guarantee that the equipment would be good for, say, term of my license?"

Stations could get color from CBS-New York, via network, could broadcast it without any change in own equipment -- with one catch: Suppose some stations en route want color, others don't, what then?

To originate local color, stations would have to buy equipment. NTSC Panel 8 (T. T. Goldsmith, DuMont, chairman) estimated existing camera chains could be converted in 3-4 months, at factory, for about 50% above original cost. Black-and-white chains run about $16,000. New color chains, built from ground up, would come in about a year, cost around $20,000. Camera chain can get color picture out on "emergency" basis. Color picture monitors would take 9-12 months; film pickup, 18 months; kinescope recordings, 2-3 years.

To all 107 telecasters, CBS president Frank Stanton extended welcoming hand, telegraphed them same statement issued to press. [See Part I.]

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Most TV stations were deluged with calls for explanations of FCC decision. WTOP-TV's Jack Hayes reported some 400 inquiries day after decision. He said set owners wanted to know when and where they could get adapters and converters. WTOP-TV will start CBS color off coaxial in about 60 days, Hayes said, and he's asked CBS for its "second camera," in order to make Washington originations. He reported that WCAU-TV's Don Thornburgh has also asked for the camera. Formal WTOP-TV statement said its officials were "highly pleased with the decision" and Washington Post carried laudatory front-page article and editorial on decision.

Television Broadcasters Assn., which like NAB has been silent throughout color imbroglio, broke that silence Friday with statement by president J. R. Poppele which had blessing of board (including CBS member) and which said that new standards "in no way interfere with the continued broadcasting of black-and-white TV programs by the nation's 107 TV stations." It reassured public that transmission of monochrome will continue "free and unhampered" and noted that production of sets and telecasting of color "will be gradual" and "the process may be slowed by the exigencies of the present national emergency."

V—WHAT RADIO AND THE PRESS SAY: Though somewhat confusing to the layman at first, press-radio reports of FCC's decision and its meaning were carefully handled, by and large, and were calculated to disturb trade as little as possible. It was front-page news in metropolitan papers everywhere, particularly in TV areas, and the radio networks also devoted considerable attention to it.

Even Edward Murrow and Arthur Godfrey on CBS took occasion to comment on color. The famed newscaster (also member of CBS board) worded his comment in quite restrained, objective fashion, as did other CBS newscasters. First CBS report broke at 6 p.m., Oct. 11, apace with bulletins in late afternoon newspapers. NBC carried news first time at 11 p.m., combining it with Gen. Sarnoff's denunciation.

First United Press story, printed in many cities, caused a ruckus. It had FCC saying it had to make decision now "to prevent public from getting stuck with any more sets that cannot receive colorcasts." This was revised later to say FCC had acted "to protect future buyers against sets that might become outdated."

Associated Press carried long reports, gave considerable space to Hennock-Sterling dissents. For several days it had separate stories on industry reactions, by its TV-radio specialist Wayne Oliver, with emphasis on fact present sets were not being obsoleted.

Among better special reports by newspapers' own correspondents, Jack Gould's in Oct. 12 New York Times stood out. In question-and-answer form, he answered obvious questions: That existing sets won't become obsolete overnight. That even CBS acknowledges programs will be offered in black-and-white "for perhaps several years." That 12½-in. size is "rapidly being outmoded." That most CBS colorcasts will be in "marginal time" -- after evening signoff, in daytime, etc.

On how good CBS color is, Gould (who has always indicated partiality to compatibility) related: "At their best, the color images are superior to the Techni-

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group plans to set up new training program as soon as technical information is released, according to president Joseph Laughinger Jr.

Our own early, quick survey, mainly Washington, New York & Philadelphia, is quite at variance with some reports -- such as Wall Street Journal's (Oct. 14) which headlines "Official Okay on Color Brings a Sales Tumble on Standard TV Sets" and goes on to quote dealer complaints that business is "slowing down" or "drying up." Even in Washington, a Pilot dealer is reported saying: "Everything just stopped dead yesterday. I sold exactly one receiver. Normally I'd get rid of 30-40 a day."

An eastern dealer is quoted as assailing set makers for "blurring" the color picture: "Instead of blasting the CBS color system, manufacturers ought to be telling the public the facts. Will they make color receivers? When will they reach retail stores? Exactly what will these sets do or not do? These are some of the things consumers want to know." Admiral is preparing question-and-answer flyer for point-of-sale distribution.

IV—WHAT THE TELECASTERS SAY: FCC has placed upon CBS the full, back-breaking job of "selling" its system of color TV to the telecasters. This results from Commission's failure to promulgate rules "forcing" stations into color operation.

Indirect pressures may be applied by Commission or individual commissioners, of course. Color question may be brought up at renewal time. New applicants may be asked whether their intentions towards color are honorable.

CBS is acknowledged, however, to be a past master in publicity and promotion -- in an industry where such skills are stock-in-trade. But except for a very few CBS affiliates, stations continue to show a conspicuous lack of enthusiasm for any kind of incompatible color.

Since telecasters aren't obligated to carry color under new FCC standards -- not yet, anyhow -- it's certainty that mere handful will do so at outset, and that there will be little or no colorcasts during prime hours. Only stations thus far indicating they will carry CBS color, besides CBS's own WCBS-TV in New York, are WTOP-TV, Washington (45% owned by CBS); WCAU-TV, Philadelphia; WBKB, Chicago (Paramount); maybe others, unconfirmable.

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Such is "fear complex" toward FCC, product of years of its sway and failures to break its power in court, that most telecasters (who also are AM operators of long standing) maintain discreet silence about their views -- publicly. But you can be pretty sure these have no intention of transmitting CBS color at outset: NBC's 5 stations, ABC's 5, DuMont's 3, Crosley's 3, Stromberg-Carlson's WHAM-TV, Scripps-Howard's WEWS (CBS affiliate), Milwaukee Journal's WTMJ-TV (partial affiliate), Buffalo News' WBEN-TV (partial affiliate), Washington Star's WMAL-TV, Chicago Tribune's WGN-TV. Some others didn't hesitate to talk to local newspapers:

To Louisville Courier-Journal, both WHAS-TV technical director O. W. Towner and WAVE-TV general manager Nathan Lord stated "color TV will not be seen in Louisville or in most areas in the near future." (Courier-Journal owns WHAS & WHAS-TV, CBS affiliates.) Minneapolis Tribune reported "officials of WTCN-TV and KSTP-TV predicted...that it would be several years before the public may see color TV."

Huntington (W.Va.) Herald-Dispatch (WSAZ-TV) quoted manager Lawrence Rogers: "The FCC decision will have absolutely no effect on our TV service for some unforeseeable period of time." Atlanta Constitution (WSB-TV) quoted manager John M. Outler: "Pending court action, plus the scarcity of critical material needed in the manufacture of color TV receivers, in our opinion [renders] the FCC's decision an academic one. In our best judgment sets in use today will be worn out before the necessity of converting or adapting for color TV arises."

* * * *

Another of CBS's basic affiliates said he wouldn't put out color "until it can be seen." But he thought half dozen sets in public places would warrant acceptance of some color off coaxial. He said he'd like midday show to catch people at lunch hour. Nevertheless, he still hopes for compatible system. Would he invest in studio equipment? He said he'd consider "such a $50,000 investment, for 2 camera

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color seen in the movies. The hues are softer and more restful. The added 'information' contained in the color images, such as identifying the jerseys of competing football players, is self-evident. The advantages of color are exemplified perhaps even more vividly in the costuming for musical revues. A few looks at color TV and black-and-white seems drab indeed."

New York Times ran photograph of color-converter set Oct. 13, Herald Tribune same day ran 3 of converted sets, 2 of adapted, one color receiver. They were much same as units demonstrated in Washington, with sliding disc, lenses, etc.

Front-page box in Baltimore Sun (WMAR-TV), adjacent to Oct. 12 Washington bureau story, stated that FCC decision "will not soon and perhaps may never materially limit the effectiveness of TV receivers now in use or on the network...

"Color is coming and it will add to the attractiveness of many of the programs, but regularly scheduled programs in black-and-white will continue, probably indefinitely, just as black-and-white motion pictures continue to outnumber those in color...The public will do well to remember that plans other than those developed by CBS may be developed and found acceptable by the FCC, so that today's decision may at some future time be subject to reconsideration." Sun's WMAR-TV, one of the 40 TV stations owned by newspapers, is headed by ex-FCC Comr. E. K. Jett.

* * * *

First cartoon at hand was on front page of Oct. 13 Washington Star (WMAL-TV), which devoted considerable space day before to press association reports and extremely careful local reporting of reaction. Cartoon showed FCC Chairman Coy leaning on TV console, screen of which is covered by sheet of paper on which is inscribed, "FCC Color TV Ruling". Coy is remarking to J. Public: "Now, you can see it in color, John." To which disgruntled retort is: "All I can see is red."

Washington Post Oct. 13 also carried Herblock cartoon showing TV antenna atop modest house, outside which man is pointing to rainbow surrounded by dark clouds labeled "color television disputes"; caption has man saying "See It?" And Scripps-Howard cartoonist Talburt Oct. 14 had one with 2 TV sets facing each other, one labeled "FCC" and other "Set Manufacturers", with irate old codgers on screens shouting at each other.

Washington News captioned Oct. 13 color story, "It Seems CBS Color TV System is 'Combatible'" and reporter Milton Berliner states: "As of now, Washington's WNBW, WTTG and WMAL-TV do not intend to broadcast color at all...WTOP-TV, a CBS station, may do a bit of it in the off hours."

NEXT STEP TOWARD ENDING FREEZE: All 13 members of Ad Hoc Committee, composed of top-hole engineers and organized under FCC aegis in 1948 to study vhf propagation and service areas, are due to testify as initial witnesses at FCC en banc hearings on general TV issues. First of hearings aiming at ending freeze (Vol. 6:35-36) starts Monday, Oct. 16, in Dept. of Commerce Auditorium. Purpose of calling Ad Hoc members is to clarify their points of disagreement on committee report (Vol. 6:26, 37). Differences are reported so acute that, unless Commission holds each to minimum, their testimony could occupy exorbitant time.

Revised list of appearances issued Oct. 12 by FCC includes 9 additional witnesses to those listed in our Supplement No. 70 of Sept. 29, eliminates one (WCOP, Boston) which withdrew. New list also adds category on interference & propagation, with 8 appearances to be heard right after first part on rules & standards.

Ad Hoc committeemen: Edward W. Allen, FCC technical information chief, chairman; Stuart L. Bailey, George H. Brown, Thomas J. Carroll, Paul A. deMars, Ralph N. Harmon, Frank G. Kear, Albert F. Murray, Kenneth A. Norton, Chester H. Page, Robert P. Wakeman, Raymond M. Wilmotte, Jay W. Wright. The 9 added witnesses: RCA; KSJB, Jamestown, N.D.; WBTV, Charlotte; WHDN-FM, New Brunswick, N.J.; WEEX-FM, Easton, Pa.; WHYN, Holyoke, Mass.; WJDA, Quincy, Mass.; WSAN, Allentown, Pa.; WTTV, Bloomington, Ind. The 8 witnesses on interference, propagation, etc.: Communications Measurements Lab, New York; Kear & Kennedy, Washington; RTMA; WBTV, Charlotte; WJR, Detroit; WPIX, New York; WSM-TV, Nashville; WTIC, Hartford. Digests of their comments are included in our Supplements No. 67 to 67G.

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work station-hours, CBS 19.3%, ABC 11%, DuMont 4.8%. Similar breakdowns are made for 2 & 3-station markets.

Proposal stems from DuMont complaint at beginning of year against NBC's 2½-hour Saturday Night Revue (Vol. 6:1,4-8), and from ABC-DuMont requests that FCC step in and equalize AT&T cable allocation (Vol. 6:38-39). In a sense, telecasters "invited" more network regulation, of which this may be only the beginning.

* * * *

Initial reactions from about dozen network and station executives reached Friday were mainly antagonistic, ran somewhat along these lines -- though it was obvious none really had had chance to study proposal:

It imposes quantitative measure, disregards quality of programs; makes networks common carriers; forces stations to promote competitors' networks; foists second-rate programs on public; penalizes NBC, which went all-out for TV long before others. Station could decide to take allowable maximum from only one or 2 networks, use other time for local and spot (which is exactly what many are doing now). What about AM? one asked; many radio markets don't have 4 stations to give choice of programs from 4 networks.

Some were even suspicious that move was retaliation against RCA-NBC for their color stand (though start of this FCC study long antedated color report); also that this rule somehow might be employed to force stations to carry CBS color if and when it's authorized and made available via networks.

COLOR DECISION DUE—FUTURE PONDERED: FCC hasn't adopted CBS color system yet, though it's expected to do so soon -- despite attitude of uncertainty manifest in its ranks as more manufacturers this week reaffirmed impossibility of meeting its proposed early-November deadline on bracket standards.

[All 36 replies to FCC are summarized in Special Digest herewith.]

With brackets out for present, FCC deadline termed impossible by unanimous industry, here are speculations and predictions currently given greatest weight:

(1) CBS will be adopted, probably next week. It will be "permissive" at the outset, with FCC waiting to see how telecasters take to it voluntarily.

(2) RCA, DuMont, Philco and/or others, judging from tenor of their replies, may try to take decision to court. Their chances are considered slim unless they can prove they're hurt. But people aren't likely to stop buying black-and-white sets, regardless of color edict, so proof of injury may be hard to show.

(3) Color sets won't be forthcoming in any meaningful numbers for many months, possibly years, because of long conversion time, higher cost, lack of components, paucity of programs, lack of telecaster enthusiasm for any incompatible system. Same sort of professionals, tinkerers and wealthy persons who built own or bought scant 8000 TVs pre-war, mere 6500 in 1946 and only 180,000 in 1947 may be inclined to go in for new wrinkle at first.

(4) RCA and/or others may perfect compatible system -- which FCC as well as industry will welcome. Then, incompatible CBS system will be abandoned as impractical. But FCC will take due credit for having spurred compatible color.

Wishful industry thinking may be apparent in such speculation. Nevertheless, it's reasonable and gained adherents after FCC meetings this week failed to bring forth a decision. And particularly after word got around that Comr. Jones had said he thought some of his colleagues were becoming "unglued."

Presumably, he was referring to what seems to be the issue now -- whether to try to force telecasters, directly or via networks, to carry colorcasts as a condition of license. Such a move, too, has implications of court actions, broadly hinted in replies of manufacturers owning TV stations, and in ill-concealed aversion of most telecasters to any incompatible system -- also being discussed freely by Washington legal representatives of TV stations.

* * * *

Tenor of manufacturers' replies on bracket standards (13 more plus Hazeltine filed this week) was same as those of last week, when there were 22 replies. We've

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digested the new ones, amplified a few of the longer ones arriving at deadline last week, and printed them in the special 8-page digest herewith. Of 36 replies in all (30 manufacturers, 6 others), none said mid-November deadline could be met, some were willing to cooperate to make brackets when proved feasible, some frankly thought little of brackets, less of color decision itself.

Responding this week: Capehart-Farnsworth, Emerson, Hazeltine, Magnavox, Motorola, Muntz, Philco, Sentinel, Stewart-Warner, Sylvania, Tele King, Tele-Tone, Transvision, Zenith. Only Air King and Olympic among the larger producers didn't reply. Nor did ABC, only network which continues strict "hands off" policy on color.

Some people at Commission took heart from Emerson's closing paragraph to effect it would build color sets for any standards FCC adopts. When queried, however, president Ben Abrams said he would make sets for whatever demand there is, but it would take at least year to get a color receiver into production, and "I don't see much market for it anyhow, even in New York."

Zenith, it turns out, had same qualms as everyone else, despite president E. F. McDonald's petulant complaint to FCC that we were guilty of "mis-statement" when we reported Zenith's lack of enthusiasm for brackets (Vol. 6:38). Its statement was one of strongest filed, is particularly well worth reading. Zenith's H. C. Bonfig, known throughout the industry for his bon mots, was quoted as remarking to colleagues: "I read it [FCC Color Report] with mixed emotions. By mixed emotions I mean it's like watching one's mother-in-law drive over a cliff in one's shiny new Cadillac." He was obviously referring to turndown of RCA, yet fearful of effect on current TV business.

* * * *

That FCC was taken aback by responses is obvious. Some members have indicated pique because number of manufacturers used FCC's invitation on brackets as vehicle for lambasting color report as well as brackets, plumping again for compatibility. FCC folk seem touchy about whole subject, inclined to bristle at criticism.

Despite set makers' negative replies on brackets, chances are that certain FCC elements will still try to get idea accepted by industry eventually, even if CBS system is adopted soon. They see "future promise".

Manufacturers are trying -- by personal contact, by petition, by wire, by speeches -- to get Commission to reexamine brackets, hold off adoption of CBS system, take another look at compatible systems.

RTMA president Robert Sprague waited on Chairman Coy Oct. 3, and it's learned Philco executives talked with him last week to urge him not to put any roadblocks in present TV business. Visits were private, elicited no "reports".

Motorola's Paul Galvin wired each commissioner, asking hearing be held on brackets. RCA petitioned FCC to hold off final decision, observe improvements in its system during Dec. 5-Jan. 5 period, then reexamine all systems until June 30, by which time it promises its system will have been "brought to fruition in a commercial, fully-compatible, all-electronic, high-definition system of color television available for immediate adoption of final standards."

RCA research v.p. Elmer W. Engstrom, in speech Oct. 5 at alma mater U of Minnesota after award for "pioneering in television research," referred to FCC's procedure as an "extremely short range consideration." He added: "It looks principally at 'today' giving little thought for 'tomorrow'...What appears to be the choice of the FCC confronts the American people with a serious problem, and somehow your views should be heard in this matter...I personally feel confident that the best system will emerge as the one which will be preferred by the American people."

* * * *

Meanwhile, CBS is standing by, quietly, presumably could start color telecasts in New York immediately upon word of decision and begin fulfilling commitment to put on 20 hours of color weekly within 30 days thereafter (Vol. 6:35). There's evidence that CBS fears, as does everyone else, that an abrupt plunge into incompatible telecasts could bring black-and-white sales to a standstill, shake whole structure of TV. Even CBS-TV affiliates are bitterly opposed to "forced draft"

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telecasting of CBS standards -- fearful of impact on audience, if they must colorcast during prime periods.

CBS could transmit color during specific hours promised by president Frank Stanton during hearing (Vol. 6:12) without touching sponsored time. He promised: 3 hours daily, 5 days weekly, before 6; ½-hour daily, 5 days weekly, between 6-8; ½-hour daily, 5 days weekly, after regular monochrome hours "or at such earlier time after 8 p.m. as we may elect."

Remington Rand, CBS licensee for industrial color equipment (Vol. 6:33), foresees no difficulty in producing station equipment. Its industrial TV sales chief Col. William Norvell says only electronic view-finder need be added to camera to make industrial equipment good for stations. Remington Rand doesn't have license for station equipment but has "privilege" of getting one.

If a station ordered equipment now, Norvell said, it could get delivery by first of year. Thereafter, manufacture of 10 sets of equipment per month "wouldn't be any trouble at all, since we're set up for rapid expansion." Only question mark is availability of components. He reports a number of station inquiries, but says he's holding them until final FCC action.

Eight industrial orders for CBS color equipment have been received by Remington Rand. But company has no plans for receiver manufacture -- "too competitive, too many people in it." DuMont, meanwhile, is beating drums for its own wide-band (18 mc) CBS-type industrial color equipment, taking full-page color ad in October Electronics Magazine. DuMont will show off new equipment at New York Academy of Medicine, with surgical operations, on Mondays, Wednesdays and Fridays Oct. 9-20.

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Impact of color whoop-de-do on public is still nil, if set purchases are any criterion -- and they certainly are. Absolutely no reports of "cold-feetism" are reported among public. Matter of fact, one FCC engineer just bought a set.

Newspaper reports of manufacturers' replies tended to discourage idea color sets would be available any day now. Examples of headlines: "TV Color Unit Hit As Possibly Useless" -- Washington Post. "7 More Makers Reject FCC Color TV Plan" -- N.Y. Herald Tribune. "Television Industry Lines Up Against CBS Color. Zenith, Philco Join List" -- Wall Street Journal. "Video Trade Boos FCC's Color Fiat" -- Chicago Journal of Commerce.

Editorially, comment hasn't been heavy. Said Oct. 2 Chicago Sun-Times: "Color television? Don't lose any sleep over it. Don't let the color bugaboo stop you from buying a TV set. Don't worry about it making your present set obsolete. In short, color TV still is quite a long way off. And 'long way' can mean anywhere from a year to 2 or 3 years."

Said Oct. 1 Washington Star, which owns WMAL-TV: "Although RCA, DuMont and other producers have declined to cooperate in this plan [bracket standards], it is hard to believe that the FCC will carry out its threat to go ahead with adoption of the CBS method without further consideration of competing systems. Although it has been the consensus of those who have viewed the rival demonstrations that electronically produced color is not as bright and stable as that produced by the whirling color wheel, continued research is likely to improve the quality of the electronic pictures. This research will go on regardless of the FCC attitude, and the Commission ought to keep an open mind toward these developments, with a view to giving the public the benefit promptly of any major improvement."

"The TV color question becomes menacing," Oct. 3 Buffalo News (WBEN-TV) warned, "as it appears the FCC may go through with its expressed intention to approve a noncompatible system...There is not, at the present time, a fully developed compatible system, but on the other hand, neither is there a fully developed noncompatible system...The manner in which the commission seeks to simplify the matter of forcing a noncompatible color system upon the present TV viewers and the country at large just will not stand up in practice...We speak not as one opposed to color but as one welcoming it, and hoping to be among the first to be authorized...We'd like to iterate that we care not whose system ultimately is used, if it is a good system...But we would like from the public standpoint to counsel caution..."

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Television Digest WITH AM-FM REPORTS
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Special Digest
October 7, 1950

None Can Meet Requirements

Digests of Industry Responses to FCC Proposals for 'Bracket Standards'

Summaries of All 36 Replies Filed in Response to Notice to Manufacturers Regarding Color Plans

(For Text of FCC Notice Explaining Objectives of 'Brackets,' see page 8)

Note: This consolidates and supersedes Special Digest of September 30, 1950.

ADMIRAL CORP.—Short covering letter accompanies outline by chief engineer, Robert Jones. Letter states engineering staff has been working on problem but time permitted has not been sufficient for valid conclusions. Annex lists following engineering problems that must be solved for bracket standards and sets forth questions arising in connection with each: test equipment, hum, horizontal sweep width, bandwidth, bracket standards, automatic switch, model design (both chassis and cabinet), field testing. "We shall continue working," states letter, "until such time as an adequate solution can be reached. At that time we should like to present our findings and conclusions to the Commission."—(Ross D. Siragusa, president).

ANDREA RADIO CORP.—Could build bracket sets by April or May, 1951. Adoption of brackets now would mean: (1) Plant-wide layoff of 335 people. (2) Unsafe inventory building. (3) Financial burden that would undermine the company's ability to meet its obligations. Feels that color must be compatible and fully electronic. Suggests "one overall standardization rather than possible individual steps or dual standards."—(H. J. Heindel, secretary & chief engineer).

ARVIN INDUSTRIES INC.—(1) Test equipment is not available; estimates 2 months needed to procure it. (2) Three months required for new set design development. (3) Field testing would take longer than usual, due to lack of CBS-type signals. (4) Tooling requires 2 months. (5) Components procurement cycle is 3-4 months. Thus, total of 8-9 months would elapse before brackets production would start.—(G. W. Thompson, president).

BELMONT RADIO CORP. (Raytheon)—Needs more time to study costs, feasibility and production dates. Asserts bracket sets far different from 2-position switch. Says latter "probably could be engineered in the present state of the art." Two-position switch would probably cost $30 —"too high a premium for insurance against obsolescence during the advent of color." Has "every desire to cooperate" but regrets that brackets aren't possible within time allocated. Is continuing study, nevertheless.—(C. F. Adams Jr., president).

CAPEHART-FARNSWORTH CORP. (IT&T)—Is investigating preliminary modification of present chassis for 2-position switch, but has not made much progress due to lack of color signals. Having difficulty getting pictures of geometric linearity and brightness on higher frequencies, faced with such problems as return time of horizontal sweep (which reduces scanning efficiency), loss of high voltage due to high frequencies with deflection components now used. It's obvious, company says, that new components, such as deflection yoke and transformer will have to be designed to meet FCC requirements.

Until adequate signal generating equipment is available, and until composite signal standards have been set (with particular reference to horizontal and vertical blanking time), company "is unable to produce a product design which would assure satifactory operation for both monochrome and color TV transmissions."

Estimates 2-3 months for initial investigation and production of preliminary model. Another 3 months would be required for final product design and at least 2 months more to procure necessary components.—(Antony Wright, v.p., engineering).

COLUMBIA BROADCASTING SYSTEM INC.—Approves bracket standards idea if costs are not excessive. Isn't certain whether they would cost more than 2-position switch. But adoption of CBS field sequential system will provide "competitive impetus" for manufacturers to incorporate at least 2-position switch internally, and brackets might come later if their feasibility is proved. CBS also suggests Commission make clear that paragraph 5(c) in brackets proposal, which requires "equivalent size" pictures, "also permit additional provision for reduction in size for purposes of conversion" through addition of color disc. Text of CBS comments, signed by Rosenman, Goldmark, Colin & Kaye (Richard S. Salant, attorney):

(1) Columbia supports the concept of bracket standards as a means both of providing a cut-off to the compatibility problem and of permitting future flexibility in improving picture quality if and when further technical development in the television art warrants changes in monochrome or color standards. Columbia's support of bracket standards is based on the assumption (the accuracy of which it cannot at this time confirm) that in new receivers the cost of means to receive such bracket standards will not be substantially greater than the cost of internal adaptation necessary to receive only present monochrome and proposed field sequential color standards on a two-point basis as testified to by the various parties in the hearing. Whatever the desirability of the concept of bracket standards, excessive costs could nevertheless preclude their utilization.

(2) While Columbia, at the time of preparation of these comments, has not yet had an opportunity to examine many of the comments filed by manufacturers, such comments as it has seen, as well as reports in the trade press, indicate that a substantial number of manufacturers will contend that bracket standard receivers cannot be produced within the period specified by the Commission in FCC 50-1064 and FCC 50-1065. The Commission's

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First Report, of course, requires the immediate adoption of field sequential standards in these circumstances.

Once field sequential standards are adopted, the manufacturers will be provided with the competitive impetus to incorporate in their receiver production as rapidly as possible internal adaptation for reception of present monochrome and field sequential color standards on a two-point (as distinguished from a bracket) basis, which the record shows and which the Commission's Report finds is entirely practical and can be accomplished in a brief time and at reasonable cost. In this way aggravation of the compatibility problem with respect to color television will be eliminated and the Commission will have additional time in which to explore fully as a separate matter the entire question of bracket standards, including such factors as specific numerical values, cost, and time required for field testing and for incorporation in production lines.

In the event such future consideration of bracket standards establishes that they are feasible and economical, manufacturers could at that time substitute in their production such bracket standards in place of the simple internal adaptation for reception only of present monochrome and field sequential color standards as testified to in the color hearing.

(3) Paragraph 5(c) of FCC 50-1065 quite properly provides that the future receivers concerning the manufacture of which the Commission asks for assurances should "be capable of producing monochrome pictures of equivalent size, geometric linearity and brightness" on both 15,750 lines and 60 fields per second, and 29,160 lines and 144 fields per second. Columbia is concerned, however, that Paragraph 5(c) may be interpreted by some manufacturers to preclude the embodiment of an additional adjustment which, when desired, would *reduce* the size of pictures received from CBS color signals in order that the receiver could be converted with a disc converter. Therefore, Columbia suggests that the Commission make clear, by public statement, that while Paragraph 5(c) requires "equivalent size," it also permits additional provision for reduction in size for purposes of conversion.

COMMUNICATIONS MEASUREMENTS LABORATORY INC.—Favors TV on uhf only. Asserts FCC's color decision is inconsistent with FCC policy. States: "I've been at odds consistently with the mass producers. . . . However, in fairness to them . . . FCC displays woeful lack of knowledge of 'lead time' required for a change of this type, or the decision is a carefully calculated scheme to adopt the CBS system now on a permanent basis with the knowledge that manufacturers cannot possibly produce receivers within the time limit." Estimates that normally such change would require 4 months, but asserts that components situation is abnormal, e.g., "resistors are virtually unobtainable."

Maintains: "I see no reason for haste in the light of situation which has resulted from the events in Korea." Color and allocations "cannot be completely divorced from each other." Suggests that CBS system would lose two-thirds of information when used with tri-color tube; that field rate might be lowered to make system compatible; that all proposed color systems may be made to work with universal set.—(Dana A. Griffin, president).

CONNECTICUT STATE DEPT. OF EDUCATION—Requests reservation of educational TV channels. Urges more time for research "until such time as an electronic system of color transmission has been suitably demonstrated by CBS."—(F. E. Engleman, commissioner).

CONRAC INC.—Will not make bracket sets because: (1) "Considerable technical difficulties." (2) Components in very tight supply. Believes FCC would make "grievous error" in not picking compatible system.—(W. J. Moreland, president).

CROSLEY DIVISION, AVCO MFG. CORP.—Cannot estimate when it could make bracket sets, but feels that 2-position switch could be produced at earlier date and at lower cost. "Longer blanking interval than is implied in Paragraph 150, lines 4, 5, and 6, of the Commission's report could materially reduce additional costs and minimize the time required to produce [2-position switch]."

Had conducted 2-position research but abandoned it since it had concluded "from our own investigations and from a study of the Condon report, that a fully compatible system was feasible within a reasonable period of time." Says its research in 2-position switches "would be of relatively little value in view of recent advances in the design of cathode-ray tubes and in the circuits used for their deflection."

Requests deferment of adoption of any new standards because: (1) Fully developed system not available. (2) Delay would not affect public adversely.

Objects to CBS system because: (1) Insufficient resolution. "The improvements resulting from the use of horizontal interlace . . . will require considerable study to insure that the benefits will justify the greater complexity, which as far as is known at this time may be just as complex as any system incorporating dot interlace." (2) Pictures limited to 12-in. maximum, while Crosley makes nothing smaller than 16-in. (3) Advantage of long-persistence phosphors only partially demonstrated.

"Because of the present material shortages and the possibility of governmental controls, there is not assurance that material would be available for the manufacture . . . of [CBS] transmitting and receiving equipment."

Believes few, if any, "telecasters would be financially able to sustain the additional losses which such a system would entail" because of equipment costs, shrunken audience, degraded black-and-white pictures. [Crosley operates 3 TV stations.]

"We cannot see how the compatibility problem would be aggravated by delay" since, as FCC says, internal adaptation would cost only "slightly less than" external. "Action at this time would require every purchaser . . . to pay for the cost of an adapter which he may never use or which, if used, might result only in the reception of a degraded black-and-white picture. If action is delayed and the Columbia system or some other incompatible system is eventually adopted, the owner would be required to pay only a slightly additional cost (on the basis of evidence before the Commission) for an external adapter, but would be required to pay no adapter costs whatsoever if a compatible system should be perfected and adopted.

"Delay would result in increased endeavor . . . to perfect a compatible system and, if such a system could be perfected, which is certainly possible if not probable, on the basis of the evidence available, the entire problem of incompatibility would be eliminated without cost to the owner of any TV receiver."

In producing new types of sets, "a drastic cut in production would be necessary." This, plus other factors increasing prices now, could be so serious "as to practically eliminate a market, except in the higher income brackets, and therefore, bring about chaos both in the TV manufacturing and broadcasting industries.

"Crosley, as a major manufacturer of TV receivers will, of course, make every effort to satisfy any demand of the buying public at the earliest possible date for receivers designed for the reception of pictures telecast in accordance with any standards which may be prescribed."—(J. W. Craig, v.p. & gen. mgr.).

ALLEN B. DuMONT LABORATORIES INC.—Responded it would need at least 6 months to year before coming to any engineering conclusions on bracket standards. Calls attention to fact cost estimates submitted during hearing referred to 2-position switch, not bracket standards. Calls bracket standards "immature," recommends that Commission's proposals thereon be rescinded or a full hearing be held on subject.

Charges FCC's First Report is vague and uncertain regarding exact status of standards for CBS color system. "The limitations upon hearing expressed in Paragraph 156 are so restrictive as to foreclose adequate presentation of any other possible system.

"Assuming arguendo, that the First Report . . . has the effect of a final report on this conclusion, at least as to the expressed standards of the Columbia system on lines

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and fields, it cannot constitute an adequate legal notice of proposed rule making . . . The Commission has never published the Columbia standards. Its requirements under these standards with respect to equality of size of picture, geometrical linearity and brightness in black and white are vague and undefined . . . Without properly adopted standards, no color system can become commerical and without adequate notice in precise detail on this highly technical matter, a final rule-making would be invalid.

"No apparent consideration has been given to the fact that the utilization of long persistence phosphors and their utilization in modifying field and line standards would greatly increase flicker as viewed on existing tubes in black-and-white sets and require replacement of nearly 10,000,000 tubes."

DuMont charges that Comr. Jones "conducted himself as a prosecutor of the engineering profession" and developed a line of interrogation of "unprecendented bias." Comr. Jones, it states, "is for color but he is against television." Statement continues:

". . . The television industry can have no intelligent motive, as a whole, in misleading the Commission or in failing to supply all pertinent technical information. Confronted by the obvious determination of the Commission in favor of color, and the universally acknowledged fact that the addition of color to television, all other things being equal, would be a great and desirable improvement, basic selfish interest of the manufacturers and broadcasters must be directed toward the perfection and commercialization of an adequate color television system.

"The industry is wary of hasty decision. Once, it urged upon the Commission standards of allocation providing inadequate separation of stations. It has paid bitterly since, and is perhaps the only lawful industry in the history of the United States which has been frozen by law for a period of years. It adopted, with reservations and under pressure, the promise of color through simultaneous methods only to see the proposed system demonstrated as valueless when practical field tests were applied. It is now urged to accept a system of color television with known defects and unknown remedies, which it is convinced cannot have public acceptance."—(Allen B. DuMont, president, and Roberts & McInnis, attorneys).

EMERSON RADIO & PHONOGRAPH CORP.—"It has always been and will certainly continue to be our policy to cooperate willingly and thoroughly with any government agency, and particularly the Commission, one of whose primary interests is that of furthering the television and radio art for the best interests of the nation, its public and its industries," says statement. But bracket standards are impossible, by the estimated deadline, because:

(1) Considerable development work is needed. "Good progress" has already been made in spite of company's short-handedness of engineers. "No less than 80% of its engineering talent has been diverted to work for the armed services, much of it of the 'crash' variety."

(2) Field testing is required, particularly with regard to the "interpolative systems" implied by bracket standards.

(3) "Limited amount of tooling will be required after engineering is frozen." This takes "months rather than days."

(4) Production dates are dependent also on components procurement. Components shortage has "already affected the magnitude of our current producing ability." Suppliers must be allowed more time "as each passing week shows more and more the effect of substantial armed service procurements requiring the same component facilities.

"Our engineering ingenuity," Emerson goes on, "has been directed with redoubled effort toward the use of fewer and fewer critical components, so it goes without saying that the addition of any technical feature to the performance of a TV chassis will require more components . . . We certainly expect to have bracket standard receivers on the market at least as early as other manufacturers.

"Emerson is also prepared to manufacture color TV receivers on any standards prescribed by the Commission, and will certainly strive to maintain its relative position of leadership in the color field that it has been privileged to enjoy in monochrome."—(Benjamin Abrams, president).

GAROD RADIO CORP. (Majestic)—Preliminary engineering on brackets yet to be done. Has provided space in forthcoming sets for additional components and controls. Field testing will be needed. Estimates production to commence 4-5 months after final decision. Internal adaptation to cost about $35, external $50-$75 plus costs of installation by highly technical personnel. Is "anxious to cooperate" but points out that monochrome from CBS transmissions will be degraded and that color disc is good only for sets up to 12-in.—(Louis Silver, v.p. & gen. mgr.).

GENERAL ELECTRIC CO.—(1) "Definitely" will build bracket sets if "the public will buy in sufficient quantities to justify the investment in engineering time and in production facilities." (2) "Our attorneys advise us that we may not have the right to enter into an agreement with anyone, even the FCC, to abandon the design and manufacture of all types of TV receivers except one specific type." (3) Strike has hampered study of problem. (4) Uncertain about "retrace" time, other engineering details. (5) Recommends FCC and industry work out proposal together. (6) After everything is clarified, GE could be ready to make brackets by June 1, 1951, if components are available.

Convinced FCC's whole color-brackets proposal is "technically and economically open to serious question, particularly since it comes at a time when the Armed Forces requirements in terms of electronic engineering man-hours is becoming an increasingly major factor in this industry." —(Dr. W. R. G. Baker, v.p. and gen. mgr., Electronics Dept.).

HALLICRAFTERS CO.—Requires 3-6 months of basic research. Time factor also depends on development work by suppliers of components such as ferromagnetic structures, coils, switches, possibly tubes. Is "willing but unfortunately not able to give an unconditionally affirmative statement."—(W. J. Halligan, president).

HAZELTINE ELECTRONICS CORP.—Reports it is working to determine feasibility of adapting present sets to bracket standards. Has studies in progress to determine necessary additions to both laboratory and production test equipment as well as to determine type and character of field tests.

"It is not possible at this time to state categorically whether this can be achieved within the time specified by the Commission," company says. Hazeltine insists development should continue on all forms of color TV and proposes to continue such development in its own laboratories. Calling attention to work on mixed highs: "It is apparent from this property of the eye [inability to appreciate differences in hue and differences in color saturation to degree it appreciates brightness differences] that the assignment of bandwidth within a communication channel to the transmission of equally fine detail for brightness, hue and saturation is not the most effective use of the frequency spectrum." Either the channel space must be wider or the image resolution must be substantially degraded.

Since FCC is concerned with operation within a fixed channel, "a system using mixed highs can reproduce . . . from 40% to over 100% more detail in the image than can

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be reproduced, other things being equal, in a system which does not make use of mixed highs."

After stating belief in future of these developments "and many others in process," company states that "satisfactory color TV can only be made available . . . by retaining the present FCC standards . . . with such additions as may be necessary.

"Such prospects seem well within the grasp of scientists at this time. There appears to be no arbitrary way of short circuiting the natural and logical processes by which full commercial operation is customarily achieved—namely, by the slow laborious method of trying and field testing.

"We are convinced beyond any question of doubt that when a color TV system is finally accepted . . . it will be a composite of the inventions of many independent workers in the field rather than the results of a single inventor or a single group . . . We hope that the way will be left clear for the attainment of this goal in color TV."—(A. V. Loughren, v.p. in charge of research).

HOFFMAN RADIO CORP.—Wants to cooperate, is willing to install 2-position switch in sets, but it will take at least 8 months before such sets start coming off production lines. But company doesn't know how to build bracket standards. Calls attention to fact black-and-white picture from CBS colorcast would be "degraded," also that Commission's ideas on bracket standards seem to be based on out-of-date sets. States CTI has improved system, urges reexamination of CTI system.—(H. L. Hoffman, president).

MAGNAVOX CO.—Reports that it "is unable to meet such a request for production this year. It must be apparent to the Commission that the incorporation of [a 2-position switch] involves complete redesign of present receivers.

"We do not have facilities for completing such a program in less than 4 or 5 months. After this engineering work is completed, we must then go through the process of procuring desired components before receivers can be put into production." Component deliveries, now quoted, are not less than 3 months and frequently as much as 6 months on major components.

"If the Commission expects us to manufacture commercial receivers that are capable of being tuned to some selected frequency within the bracket range indicated, we feel that we are not in position to make as much as an estimate of the time involved in developing such a receiver. Our engineers do not know how such a receiver can be built and new techniques must be developed to achieve this end."—(Frank Freimann, executive v.p.).

JOHN MECK—Sent 2 telegrams as John Meck Industries and as Scott Radio Laboratories stating that he was filing no comments.—(John Meck, president).

MOTOROLA INC.—Says bracket standards pose "an extremely delicate problem of transition," involving employment of hundreds of thousands of workers, activities of thousands of dealers and employes, interests of public at large. Attached engineering report spells out steps that would require total of 6½ months for "dual standards" and 10 months for "bracket standards" but notes: "The estimated time required for the 2 approaches given above are as realistic as possible and no margin of safety has been included. With the present critical procurement situation, ever increasing manpower problem due to the general Preparedness Program, the estimated time could conceivably take longer."

Adaptors are ruled out as too costly, less practical than an integrated design. And "nothing but chaos" is foreseen if FCC formalizes bracket standards. "No one will want to buy a set without them. But, as our engineering report shows, many months will be required to put bracket standards into production. Therefore, neither we nor any other manufacturer can sell sets during that period . . .

"One might say we have seen no disturbance in the market so far with all the color activity to date. But this must not be confused with what will happen after a definitive decision on the part of the Commission . . . [It] would be a bombshell.

"When we are concerning ourselves about chaos, we are concerned about the far reaching damage to thousands of people. We enter this counsel because sometimes it may be thought that it is only a few large manufacturers who are involved and only their financial profits. But chaos in this instance would go far beyond. It is the little fellow who would be hurt the most . . ."—(Paul V. Galvin, president).

Note: Mr. Galvin also wired the FCC October 3 stating: "It appears that bracket standards are the keystone of the Commission's first report on color television affording a means of transition from black and white to incompatible color television. From the comments of television set manufacturers, it is apparent that the time scheduled for incorporating bracket standards was impossible for any manufacturer to meet. Similarly the manufacturer does not possess sufficient technical data on bracket standards to permit them to arrive at an intelligent decision. In view of these practical considerations and the impact of the Commission's decision on the public, the broadcasters and the television set manufacturers respectfully urge you to call a hearing to obtain complete and accurate information on bracket standards before taking any further action on color television. This wire is being sent to the chairman and each member of the Commission."

MUNTZ TV INC.—Asserts it "must decline" to make bracket standards because: (1) They would increase set prices "to such an extent that only those in the wealthy class could obtain them and therefore the demand would be insufficient to warrant their construction on any scale." (2) Engineering facilities are not now available, would take "considerable amount of time" to obtain. (3) "Systems which could possibly be made to work under present developments would require some degradation in performance in comparison to the present TV set."—(Earl Muntz, executive v.p.).

NATIONAL TELEVISION SYSTEM COMMITTEE—Submitted unedited minutes of Sept. 12-13 meetings of panel on station equipment (Dr. T. T. Goldsmith, DuMont, chairman) and panel on receivers (David B. Smith, Philco, chairman). Both panels assumed "bracket standards" meant black-and-white standards and CBS standards (2-position switch for receivers).

Station equipment panel consensus showed that some items requiring modification could be accomplished immediately. Most, however, required from one week to 4 months. New equipment incorporating needed changes would take up to 2 or 3 years for film recording equipment. Receiver panel agreed that bracket standards means "redesign of receivers" due to higher voltages, more tubes, other changes required.

Following are estimates of additional cost to list price of 17-in. rectangular receiver with 70-degree deflection tube and date first such set would be off production line (all 1951 unless otherwise noted):

Bendix, $40, June; Capehart-Farnsworth (no estimate), June; DuMont, $35-$40, March 1952; Emerson, $30-$40, June; Freed, $40, September; Garod, $35, June; General Electric, $30, May; Hoffman, $35, September; Motorola, $40, April; Philco, $35-$40, April-June; Pilot (no estimate), April; Stewart-Warner, $40, June; Stromberg-Carlson, $30, May; Westinghouse, $30, April; Zenith, $30, June.

Following estimates are for external adapters plus installation fee: DuMont, $130 and unestimated; General

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Electric, $50 and unestimated; Hoffman, $100 & $25; Philco, $60 & $25-$50; Stromberg-Carlson, $100 & $25.—(Dr. W. R. G. Baker, chairman).

PACKARD-BELL CO.—Can't meet brackets deadline because: (1) Decision was surprise; no engineering on brackets had been done. (2) Test equipment difficult to obtain. (3) Components in tight supply. (4) Field testing needed. (5) May require retooling of chassis, redesigning of some cabinets. Intends to proceed with engineering, but would like to know whether to continue. Emphasizes "our honest and sincere desire to cooperate for the common good of all consumers, and we believe this can only be accomplished by ascertaining all the necessary facts before making any decisions and commitments which might be either inaccurate or unnecessary as of this date."—(Robert S. Bell, executive v.p.).

PHILCO CORP.—Says its reply is both as a manufacturer and as a telecaster (WPTZ). Says adaptation of present sets to receive proposed new transmission standards even in black and white "will be more difficult and costly than believed at the time of the hearings, and in the case of many sets we do not see how they can be adapted at all . . . The change now proposed, in these standards, if adopted, will result in a black-and-white picture of inferior quality, as the record and report clearly show.

". . . We urge that the Commission should not break faith with the present set owners . . . We do not believe we should offer a product to the public before it has been thoroughly field tested under home conditions."

Attached are excerpts from reports of the Commission which Philco says "establish a commitment from the Commission to the public that they could proceed to buy sets with confidence that the service which they enjoyed at the time of purchase would not be impaired and that such sets would receive continuous service on these channels for their normal useful life."

Commission heretofore "very wisely" has established policy that in setting standards it must be satisfied that any system proposed "is as good as can be expected within any reasonable time in the foreseeable future." Philco says color system now proposed is "admittedly not the best that can be expected," even Commission recognizing present limitation on picture size. "In its report, the Commission states that the CBS system is at least as fully developed as was the black-and-white system in 1941. However, the black-and-white system in 1941 had no artificial limitation in picture size, was 2 to 1 better in respect to definition, and had been far more completely field tested."

Charges Commission has gone "beyond the lawful powers granted" by Congress and, if its program is carried out, "will cause irreparable injury to broadcasters, manufacturers and present set owners."

"Philco has concluded," says reply, "that it cannot agree to build all of its television receivers on the basis outlined by the Commission so as to be capable of operating within the proposed brackets."—(William Balderston, president).

PILOT RADIO CORP.—Brackets deadline "physically impossible." Since FCC lacks authority over manufacturers, "you seek thereby to accomplish indirectly what you cannot do directly." FCC has admitted CBS system far from satisfactory. FCC offers manufacturers an "illusory reward." Says FCC has admitted defects in CBS system, such as low resolution, low brightness, restricted size. Asks that more time be allowed to study CBS system with long-persistence phosphors, horizontal interlace, tri-color tube. Says time allowed for compatible systems "seems to be no more than a holiday weekend." Quotes Comr. Hennock's remarks concerning RCA's improvements during hearing. Cites impact of FCC decision on military effort. Says "revamping of our industry would be impracticable and heedlessly wasteful." Asserts that commercialization of CBS system "seems neither wise nor lawful."—(Isidor Goldberg, president).

RADIO CORPORATION OF AMERICA—Contentions:

Color decision is "scientifically incorrect." FCC doesn't understand RCA system, has "obligation to inform itself as to the basic principles." Condon Report [copy included in RCA 67-page response] recognized potential of RCA system, while FCC confused apparatus with systems. Present black-and-white TV has tolerances even more stringent than 1/11,000,000 of a second tolerances in RCA system.

Achievements since hearing closed were ignored by FCC. Many defects FCC found in system were reported by RCA to be eliminated in its July 31, 1950 "Progress Report" [included in response]. Thus, FCC turned its back "on evidence when the Commission had an obligation to look."

FCC made erroneous and unfair comparisons of CBS and RCA systems in respect to flicker, brightness, contrast, registration, fidelity, resolution, picture texture, susceptibility to interference, adaptability, convertibility, equipment considerations.

FCC should "stay its hand," and "permit the broadcast of color signals under both the CBS and the RCA systems for a reasonable period of time before adopting final standards. We await the verdict of the public with confidence. No matter what it is we shall abide by it.

"The Commission completely disregards the interests of the 10,000,000 or more American families who will own present models of black-and-white receivers by the end of this year. These 10,000,000 families represent an audience of 40,000,000 or more people . . . FCC favors CBS system "merely in order to do something about color now."

RCA system adds color, subtracts nothing, while CBS system adds color but would degrade and endanger TV. Compatible system will insure quickest development of color. "With a compatible system, the broadcaster does not have to wait for color receivers to appear in quantity. Nor does he have to confine color broadcasts to fringe time. Thus the most important single factor in this hearing, from the standpoint of insuring an early development of color TV, is compatibility."

Brackets proposal is "impossible and illegal." It doesn't comply with FCC rules on adopting new standards. Brackets are far more difficult to achieve, technically, than when TV standards were first being considered (in 1940-41); then, "triggered" synchronizing circuits were employed, but are now obsolete because of their susceptibility to interference.

Cost of brackets would be $61 automatic, $50 manual; they could not be made before second quarter of 1951.

At present rate of set production, brackets would cost public some $400,000,000 yearly. "For this tax on the public the purchasers of these receivers may never get anything. If they do get anything it will be only a degraded black-and-white picture. Even for $400,000,000 a year it will not be color."

If change in standards is made later, as brackets imply, "those who had bought the bracket standard receivers and paid the additional sums required would not receive an improved picture when the change was made."

Brackets would produce inflationary effect because of greater set costs, contrary to national policy set forth in Defense Production Act of 1950. They'd also mean unnecessary use of critical materials" such as iron, steel,

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copper, nickel, tin, tungsten. Brackets would "intensify the difficulties which already exist as a result of [components] shortages and would operate to curtail substantially the number of receivers available to the public.

"Before a final decision is rendered which would degrade the present black-and-white TV service and impose upon the public a scientifically inferior color system, we urge recourse to the opinion of the American people. They are vitally interested. Their voice should be heard."—(C. B. Jolliffe, executive v.p., RCA Laboratories Division).

Note: On Oct. 4, RCA petitioned FCC (1) to review improvements in its system during Dec. 5, 1950-Jan. 5, 1951 period; (2) to view experimental broadcasts of RCA, CBS, CTI and other systems during period ending June 30, 1951. RCA states: "Since the majority of the Commission felt the most desirable course was to allow more time for the development of all color systems, subject only to a condition which has now been shown to be impractical, we submit the Commission should now allow that time . . . By June 30 we will show that the laboratory apparatus which RCA has heretofore demonstrated has been brought to fruition in a commercial, fully-compatible, all-electronic, high-definition system of color television available for immediate adoption of final standards."

SENTINEL RADIO CORP.—Asserts "we are willing to cooperate with the Commission by indicating our willingness to make" sets with 2-position switches. Cannot say, however, that FCC deadline can be met "since we cannot accurately estimate . . . the period that will be required to develop, engineer, tool, and procure the elements necessary for this addition to our receivers. We estimate it may require as long as 8 to 10 months to provide receivers properly equipped in this manner. We further estimate that these additions may add from $35 to $50 to the selling price of the receivers . . .

"We do not believe that the buyers of the proposed receivers should be penalized by paying for the added element which will have limited use in only a few areas in the foreseeable future, and because of the degradation of monocrome picture quality it produces; second, we do not believe that the existing receivers and those being currently produced should be obsoleted because they are not equipped to receive the proposed 'bracket standard' pictures, and the adaptation of such receivers to receive them would be for the most part impractical.

"Therefore, may we respectfully suggest that more time be taken for consideration of this problem as it appears not only possible, but quite probable, that a satisfactory compatible color television system will be developed in the not too distant future which avoids the objections and penalties recited above."

STEWART-WARNER CORP.—Wired reply states: "Based upon our interpretation that the FCC standards covering this switching device indicates a variable coverage of all frequencies between the present standard and the proposed standard, we do not know at present how this can be accomplished . . . Development of variable switching device is currently in process and will continue."—(E. G. Fossum, gen. mgr.).

STROMBERG-CARLSON CO.—Has devoted bulk of engineering time and laboratory facilities, since Sept. 1, to brackets. Number of problems remain with regard to 2-position switch, "very many" with regard to brackets. Engineering for 2-position switch to take 1-2 more months, brackets much longer. Then one month needed for field testing. Then additional 4-6 months required before actual production. Asserts that people who don't need or want additional circuitry shouldn't have to pay for it. Brackets idea "unsound economically and practically." People will want to adapt to color, not merely to black and white. Present plans are to make "modest" changes in circuits so that people can purchase adapters optionally. —(Robert C. Tait, president).

SYLVANIA ELECTRIC PRODUCTS INC.—Reports it has made "serious studies" of the problems but studies have been on 2-posiiton manual switch only. For 2-position switch, it estimates that at least 3 months of intensive engineering are needed for design, then 3 more months for components procurement and start of production—meaning total of at least 6 months. Increased cost to consumer would be "not less than $30."

Modification of existing sets would be "considerably higher, and at the moment we have seen no satisfactory way of accomplishing this other than by returning the sets to the factory or to specially established service stations.

"In our opinion, externally attached converters do not afford a satisfactory solution . . . We can well appreciate the ill-will that will result on the part of a set owner if this matter is not properly handled. We are sure that you appreciate the responsibility which the manufacturers do have to the present owners of their TV sets and which we feel should be kept in mind in any new programs."

Unable to estimate time or costs of complete bracket standards—"but this would be considerably more complicated and costly. Extensive engineering effort would be required before we could be in a position to make such estimates . . . It is our earnest hope that the Commission can find ways to extend the time of their requirements so that this matter may be worked out in a proper manner and which will be for the long term advantage of the country as a whole.

"The effect of the war effort . . . is still very indefinite . . . The above time requirements are naturally subject to whatever changes might be made necessary due to future demands that may be placed upon us in connection with war-time requirements. We wish to assure the Commission of our complete cooperation in working out a proper program for the future of television."—(Don G. Mitchell, president).

TELE KING CORP.—"If the color system suggested by the FCC is adopted as standard, it is naturally agreeable to us to: (1) Either put bracket standards on all of our sets. (2) Or make it possible to adapt the sets for bracket standards at a later date.

". . . At the present time with shortages of all materials, and with government requirements of electronics being placed at a minimum of 2½ billion dollars for the next 12 month period, our best sources of information in our procurement division are of the opinion that it would require 20 to 30 weeks to secure the necessary parts to produce the proper bracket standards needed for conformance to the FCC 'bracket standards'."—(Louis I. Pokrass, chairman).

TELE-TONE RADIO CORP.—Reports it has done work on 2-position switches, but none on bracket standards prior to Sept. 1. "We have been engaged in attempting to equip our present sets with bracket switching and feel that we will have accomplished the engineering portion of this in the next 2 or 3 weeks."

Considering components procurement, production of test equipment and field testing, "the time figure required to get into production would be probably some 4 months or perhaps a little longer from the present date." Could be even more positive, in time estimates, if 2-position switches are required instead of bracket standards.

"There is one matter, of course, which has been troubling us greatly . . . As we understand your decision of Sept. 1, there is a likelihood of some other color TV system being approved . . . which means that whatever work we had done on production of test equipment for bracket standards and whatever procurement of materials we had undertaken might be entirely valueless, should some other system be adopted.

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"We have testified previously in hearings held before your body that we would make TV receivers embodying whichever system you proposed setting up a standard. We are, however, extremely opposed to making expenditures on bracket standard or on 2-position switching which might be entirely valueless under some other color system than the Columbia Broadcasting System and consequently cause us to fail to recover the funds thus expended.

"We would sincerely urge that the Commission, at the earliest possible date, adopt definite standards, either CBS or RCA or any other which they consider proper, and give ourselves and other members of the radio industry such lead time to finish our engineering, field tests, and material procurement so that the transition in production and merchandising can be made in the most orderly fashion and be the least harmful to components manufacturers, receiver manufacturers, distributors, dealers and the consumer public."—(S. W. Gross, president).

TRANSVISION INC.—States: "It occurs to us that your proposal(s) ask a high price for color TV. This industry . . . can be severely stunted and malformed if at this time some yoke is imposed which will permanently injure an otherwise healthy and powerful industry . . . If, with the vast pool of technical people engaged in this work, a compatible color system cannot be introduced without affecting present subscribers, we feel that no color system at all should be commercialized.

"We acknowledge that color pictures offer a great deal more appeal than black-and-white ones, and are interested in seeing, working with, and providing the public with color pictures, but feel that a divided service—operating on dual standards—will do more harm than good. It will discourage advertisers who support the industry, and will alienate a considerable portion of the potential market public which is the ultimate driving force in our system." Suggests present standards should be retained until a compatible system is ready.—(Herbert Suesholtz, gen. mgr.).

WESTINGHOUSE ELECTRIC CORP.—Has adapted sets for 2-position switch only, concluded adaptation is feasible, but hasn't adequately field tested sets. If brackets adopted, proposes: (1) To make sets with 2 positions. One position will give standard monochrome adjustable "within a reasonable range of present standards." (2) To provide sets with plug receptacle. If proposed CBS standards are adopted, plug-in unit will be built to give monochrome from color transmissions. If CBS standards are changed at some later date, new plug-in units will be made to give monochrome, replacing old. States it cannot make desired sets within 30 days after "any decision which has been reached which requires important changes in either design or material content."—(John W. Steen, attorney).

WTVR (HAVENS & MARTIN), RICHMOND, VA.—Formal brief requests permission to appear if hearing is held on bracket standards.—(Fletcher & Midlen, attorneys).

ZENITH RADIO CORP.—Cannot incorporate switch in present models due to lack of space and because components are not laid out to permit clean circuitry. May be possible to incorporate switch in new chassis—which, prior to FCC order, had following timetable: Nov. 1, engineering release; Feb. 1, 1951, pilot production; May 1, 1951, mass production. Timetable is long because of present conditions in procuring components (e.g., materials for present TV line have been purchased through January 1951; some, through February 1951).

Making due allowances for abnormal conditions and completion of engineering, it's possible to incorporate switch in new chassis under above timetable, "provided our procurement and manufacturing departments will reduce or eliminate certain safety factors which they always regard as necessary on new models." But switch would have to be modified in following ways:

(1) Make it a 2-position switch for monochrome and CBS color. Such a switch would add $30-$40 to set, due to 10% increase in tubes, resistors and condensers. Bracket standards as called for by FCC leads company to believe "added complications and cost to the set would be prohibitive." Simplification of bracket standards idea suggested was elimination of monochrome horizontal interlace requirement (725 lines-60 field-21,750 cycles).

(2) Incorporate socket for external adapter at some future date on grounds "it can be presumed . . . that [internal] switch may never be needed" if FCC postpones final adoption of CBS color system and possibly ultimately chooses some other type of color TV system.

"At the present rate of sale of TV receivers and at the indicated increase in price given above [$30-$40 for 2-position switch], the cost to the public might be as much as $200,000,000 in a year for a feature which may never be used . . . This is a severe penalty for the public to pay." Incorporation of internal socket, with purchase of external plug-in adapter at later date by set owner "could result in a fairly substantial reduction of the indicated increase in list price."

If Zenith does either of above 2 things, and others don't, company feels it would be "severely penalized by such an increase in set price. The increase is substantial enough so that it would make our sets non-competitive."—(J. E. Brown, asst. v.p. & chief engineer).

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Notice to Manufacturers

FCC Proposal Regarding 'Bracket Standards'

(Full Text of FCC Public Notice No. 50-1065, Adopted Sept. 1, 1950)

SECOND NOTICE OF FURTHER PROPOSED RULE MAKING

1. Notice is hereby given of further proposed rule making in the above-entitled matters.

2. The Commission proposes to amend Part 3, Subpart E, of its Rules and Regulations ("Rules Governing Television Broadcast Stations") and Sections 1 and 2 of its Standards of Good Engineering Practice Concerning Television Broadcast Stations, in accordance with the "First Report of the Commission (Color Television Issues)" (FCC 50-1064) issued in these proceedings simultaneously with this Notice. Because of the size of the Report, it is not attached to this Notice, but copies of the Report are available on request at the offices of the Commission. However, for information of interested persons, paragraph 151 of that Report, relative to the adoption of bracket standards, is quoted, as follows:

151. In order to accomplish this purpose, the Commission simultaneously with the release of this Report is issuing a Notice of Proposed Rule Making providing for bracket standards in the present monochrome system. These bracket standards provide for a television composite video signal of substantially the type and proportion now employed in monochrome, but with the number of lines variable from 15,000 to 32,000 per second, and number of fields ranging from 50 to 150 per second.[33] Receivers built to incorporate such bracket standards would be equipped with a manual or automatic switch to select instantaneously between two sets of standards falling within the above ranges, one of which will be the present monochrome standards, and the other the CBS proposed standards. The receiver would produce pictures of equivalent size, geometrical linearity and brightness on each of the two positions of the switch. Interested persons are given until Sept. 29, 1950, to submit comments. In addition, manufacturers are requested to submit a statement as to whether if the bracket standards are adopted they would, commencing with the effective date of the order adopting the bracket standards as final—30 days after publication of the order in the Federal Register—build all their television receivers so as to be capable of operating within the above brackets. If, on the basis of the comments submitted, the Commission is able to adopt the bracket standards as final without a hearing and if the Commission receives assurances from a sufficient number of manufacturers to insure that such bracket standards will be incorporated in the great majority of television receivers, then we will be in a position to postpone a decision in this proceding since we will have the time to explore more fully the matters set forth above, confident in the knowledge that adequate provision has been made to prevent aggravation of the compatibility question. If the bracket standards cannot be made final without a hearing or if assurances are not received from a sufficient number of manufacturers concerning their plans for incorporating bracket standards in their receivers, the Commission will not feel free to postpone a decision, for every day that passes would aggravate the compatibility problem. In that event, a final decision would be issued adopting the CBS color standards.

[33] The Notice provides that if the brackets are adopted, television broadcasters will continue, until further order of the Commission, to broadcast in accordance with present standards—15,750 lines per second and 60 fields per second.

3. The amendments proposed by this Notice provide for bracket standards as follows:

a. The scanning line frequency shall be within the bracket 15,000 to 32,000 per second.*

b. The field frequency shall be within the bracket 50 to 150 per second.*

In other respects the transmission standards would not be changed by this Notice.

4. On or before Sept. 29, 1950, any interested person who is of the opinion that the amendments proposed in Paragraph 3 of this Notice should or should not be adopted, or should not be adopted in the form set forth, may file a written statement setting forth his comments or proposed amendments.

5. All manufacturers of television receivers are requested by the Commission to submit comments in accordance with Paragraph 4 of this Notice, and to include in such comments an affirmative statement as to whether such manufacturers would, commencing with the effective date of the adoption of bracket standards,** design and manufacture all their television receivers so that:

(a) Such receivers would be capable of operating within the brackets set forth in Paragraph 3 of this Notice;

(b) Such receivers would be equipped with a manual or automatic switch so as to be able to select one of the following two sets of standards:

(i) 15,750 lines per second and 60 fields per second.

(ii) 29,160 lines per second and 144 fields per second.

(c) Such receivers would be capable of producing monochrome pictures of equivalent size, geometric linearity and brightness on each of the above two sets of standards.

6. In accordance with Section 1.754 of the Commission's Rules and Regulations, an original and 14 copies of such written statement shall be filed with the Commission.

7. Authority to issue the proposals herein is vested in the Commission by Sections 4(i), 301, 303(a), (b), (c), (d), (e), (f), (g), (h) and (r) of the Communications Act of 1934, as amended.

* Until further order, television stations shall utilize the following standards: the number of scanning lines shall be 15,750 per second, and the number of fields shall be 60 per second.

** An order of the Commission adopting the bracket standards would become effective 30 days after its publication in the Federal Register.

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With This Issue: (1) Special Digest of Replies on 'Bracket Standards'.
(2) Special Report on Coy Speech Relating to Color.

TELECASTING SPREADS ITS SCOPE: Progress notes on the current TV week:

(1) Sept. 30 finds 14 more cities added to the 33 already linked for inter-city network service, leaving only 15 still non-interconnected; we've already given you all details in Vol. 6:31 & 37.

(2) Sept. 30 sees Nashville's WSM-TV begin daily 3-11 p.m. service as nation's 107th and last pre-freeze-authorized station to take the air; it starts with network service (ABC, CBS, NBC) via own microwave relay from Louisville. "Official opening" is Sunday, Oct. 8. New market already claims 8500 receivers.

(3) Oct. 1 sees Havana's Union Radio, first in Cuba, begin scheduled operation (Vol. 6:30,32) -- first of number of projected Havana TV outlets (Vol. 6:38). At some time during month, Tupi-TV, Rio de Janeiro, companion to station already operating in Sao Paulo, is due to go into regular operation (Vol. 6:19,30,33,35).

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World Series next week will be seen in all interconnected cities, Gillette-sponsored, and this week's Joe Louis-Ezzard Charles fight was carried on 31 CBS-TV outlets live, 29 more via kine recordings (for further details, see p. 7). Though Eastern Conference and some pro grid games are shut off TV, there appear to be plenty of football telecasts scheduled by networks and local stations (Vol. 6:37).

BRACKETS OUT—COLOR UP TO FCC AGAIN: Unanimously, the set manufacturers told FCC this week that they cannot make bracket standards receivers by estimated mid-November deadline. Many said a lot more -- so we've summarized all their responses in Special Digest herewith.

Critical question is now wholly in hands of Commission:

Will CBS color be adopted immediately? If so, will FCC seek to implement decision with formal requirement that color be telecast by networks and stations?

FCC said it would adopt CBS system, in clear terms, in its Sept. 1 report (Vol. 6:35). Chairman Coy reiterated that intention in his Chicago speeches this week (see Special Report herewith).

It's sheerest guesswork to speculate whether manufacturers' mass of arguments against bracket proposal, and against selection of incompatible CBS system, will change majority of commissioners' minds as they meet next week (after Monday) to consider the replies and weigh tremendous implications of their next step.

Signs are not lacking that Commission is worried over reaction to report, particularly the virtually solid rejection of suddenly-sprung bracket standards idea. If it adopts CBS system, requiring 2-position switch only for reception of CBS color in black and white, it will rely on competitive factors for introduction of "adaptors" (internal & external) and of color receivers.

But what to say to present and prospective set owners poses problem for both NBC and CBS -- economic and political. Particularly what to tell present 8,000,000 set owners about adaptation, prospective new set buyers about "waiting for color."

Unless FCC forces it, there's little inclination among telecasters volun-

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tarily to embark upon colorcasting now -- except for CBS's own New York outlet and perhaps one or 2 others.

There was talk that Commission might postpone decision, agree to give time asked by some for development and field testing of bracket standards. But no one really knew -- not even the commissioners.

CBS stock climbed to high of 35 at end of week, but it was noteworthy also that most TV-radio manufacturing shares also rose -- RCA up to 19⅝.

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By Friday night deadline, responses had arrived from 17 set makers: Admiral, Andrea, Arvin, Belmont (Raytheon), Conrac, Crosley, DuMont, Garod (Majestic), GE, Hallicrafters, Hoffman, Meck, Packard-Bell, Pilot, RCA, Stromberg-Carlson, Westinghouse. Not set manufacturers, but also responding: CBS, Communications Measurement Labs, Conn. Dept. of Education, National Television System Committee, WTVR Richmond.

Notably absent were: Air King, Capehart-Farnsworth, Emerson, Magnavox, Motorola, Olympic, Sylvania, Philco, Tele-tone, Zenith, among the majors. These and more may come Monday, since FCC will accept any answers postmarked Sept. 29.

RCA's reply was the one most anxiously awaited at FCC. Document released Sept. 28 ran 67 printed pages, plus complete copy of Condon Report (Vol. 6:28) -- by far most comprehensive of all replies. In all-out attack on FCC's whole color-and-brackets proposal and defense of own system, RCA obviously laid groundwork for court contest. Main points of RCA response:

(1) Proposed multiple color standards -- i.e., allow both CBS and RCA color for a "reasonable" time. "We await the verdict of the public with confidence," RCA said. (2) Called decision "illegal" and "scientifically incorrect" and submitted detailed analysis of errors it found. (3) Said bracket standards would take 6 months or more to achieve, and are "unnecessary, costly and contrary to public interest."

RCA also complained: "Never before has an administrative body of the United States undertaken to coerce the freedom of American manufacturers in what they may build and sell under threat that if they do not obey, drastic consequences to the public will follow." It is admitted, at FCC, that its whole color-brackets proposal is first time in history that Commission has advanced major idea not initiated by large segment of industry.

[Copies of RCA reply are available from its Information Dept., 30 Rockefeller Plaza, New York.]

Here's prediction of a pro-CBS Commission staffman, for what it's worth: (1) FCC will adopt CBS system. (2) RCA will take FCC to court -- and lose. (3) "Manufacturers ranks will break" and competition will implement CBS system.

He rejects any idea that RCA system will "catch up" in interim, sell itself on compatibility feature -- even though Senator Johnson (who left for Europe Sept. 28) reportedly assured Motorola's Paul Galvin that Commission will give manufacturers more time. Johnson's idea of FCC's Report is said to be that it merely spurs development of color and keeps industry from holding it back; that "door is still open" if industry cooperates in development of bracket standards.

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Zenith has many guessing. No manufacturers can visualize how Zenith, any more than they, could possibly meet FCC's deadline. But its president E. F. McDonald took pains to write each commissioner earlier this week, terming a "mis-statement" our report that "even Zenith...doesn't go along with bracket idea" (Vol. 6:37).

"Zenith had made no decision whatsoever on the subject," he wrote. The sources of our information were excellent, remain so.

Chairman Coy saw McDonald in Chicago this week. He also saw top Philco executives while there. Noteworthy visit, too, was that of Motorola's Paul Galvin and his engineers with FCC in Washington last week (Vol. 6:38). And Zenith's top engineers G. E. Gustafson and J. E. Brown saw FCC chief engineer Curt Plummer.

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All the replies are worth reading; hurried eleventh hour digests hardly do some of them justice. Most described problems in detail. Some vigorously castigated

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choice of CBS. One (Westinghouse) told FCC, specifically, how it would go about complying with brackets if they're adopted. Another (GE) said it would "definitely" make bracket sets but wouldn't promise them before June or commit any specific portion of its production to brackets.

Some got testy -- notably little Conrac, which flatly said it "will NOT".

Estimates of time needed for brackets development and field testing centered around 6-8 months, extra costs $50-$75; some respondents obviously were still thinking merely of 2-position switch rather than true brackets.

CBS liked objectives of brackets, but said "excessive cost could nevertheless preclude their utilization" and admitted it didn't yet know whether brackets would cost more than 2-position switch. In any event, said CBS, adoption of its system would encourage manufacture of 2-position switch sets, and brackets could come along later when their feasibility has been proved.

CBS was also a bit worried lest FCC bracket proposal might preclude adapters which would reduce monochrome pictures, on big tubes, sufficiently to allow use of color disc.

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Crosley brought up new argument against brackets: Since external adapters ($40-$60) don't cost much more than internal adapters ($25 or more), why charge "premium" on all sets if there's possibility CBS system won't be chosen? If CBS is finally chosen, external adapters can then be built for only slightly more than internal. Drastic disruption of production lines, inevitable with conversion to internal brackets now, will have been avoided. And, meanwhile, research into compatible systems will have been encouraged.

Westinghouse outlined "2-phase" bracket program it would pursue if brackets were adopted: (1) It would start making sets with a switch and a plug receptacle. One position of switch would give present monochrome standards, but would have simple "screw driver" adjustment that would allow "other monochrome standards within a reasonable range of the present standards." (2) When exact CBS color standards are adopted, plug-in unit will be built to operate on second position of switch, give monochrome pictures. If, in the future, FCC adopts new set of CBS-type standards (with different number of lines and fields), new plug-in units will be built to give monochrome from those standards.

DuMont hinted at illegality of FCC's Report, same as RCA. It also said: "No apparent consideration has been given to the fact that the utilization of long persistence phosphors...would greatly increase flicker as viewed on existing tubes in black-and-white sets and require replacement of nearly 10,000,000 tubes." Bitter tone of DuMont's response may mean that it, too, is preparing for court fight.

Nearly all referred to components' shortages, "wastefulness" of brackets in light of military demands, dangers of unemployment, disruption of whole industry, inflationary effects of increased costs, FCC's technical naivete.

Unexpected response was that of F. E. Engleman, Commissioner of Connecticut State Dept. of Education. After asking that channels be reserved for schools, he urged FCC to extend time for color research "until such time as an electronic system of color transmission has been suitably demonstrated by CBS."

SIRAGUSA SPEECH LASHES FCC ON COLOR: First manufacturer to "go to public" with case against FCC's color requirements is Admiral's Ross Siragusa, who at 43 heads $200,000,000 company that started with $3000 capital and garage for factory just 16 years ago. Admiral ranks with RCA and Philco as one of industry's Big 3, currently is producing 5000 TV sets per day, up from 100 per day when it started making them in January 1948. Admiral is not member of RTMA, is rated as one of toughest competitors in the industry, is spending $15,000,000 on advertising this year, has its share of intra-industry "feuds", always tends to play lone hand.

Dynamic Ross Siragusa's speech before big, powerful National Assn. of Furniture Manufacturers in Chicago Friday probably will signal more public onslaughts by industry figures -- all the way down to dealer level -- expressing openly what they

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have been saying privately (and bitterly) ever since FCC's Color Report, with its bracket standards edict, was issued month ago (Vol. 6:35, et seq).

If FCC continues to demand bracket standards, or alternatively adopts CBS system outright and immediately, it's apparent that an era of bad feeling between manufacturers and FCC will ensue -- with telecasters (still unorganized and inarticulate, but mostly on side of compatibility) ranged alongside the set makers. What this means to TV audience and TV trade can only be conjectured. Said Siragusa:

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"With all the subtlety of an order from the Kremlin, the Commission asked TV manufacturers to agree to modify their sets so that they would be compatible with the CBS system. The time allotted was 30 days. If the manufacturers failed to do this, then the Commission said it would adopt the CBS system as standard.

"I might point out here that at the time of that ruling, no set which would meet the Commission's request for bracket standards had been made. To my knowledge, none has been made in the last few weeks. I know that our industry is a past master at pulling rabbits out of a hat. But this time we're starting without even a hat.

"Looking ahead, I can speak only for Admiral. We notified the Commission this week, that while we are doing everything possible to conform to their findings, it will be several months before we can design and properly field test a set which will be compatible with CBS color. While this unavoidable research is going on, millions more receivers will be sold, and we estimate that there will be at least 10 million sets in American homes which will not receive even black and white from a Columbia telecast in color.

"Chairman Coy seems to think that it will be a simple matter to make these sets, which represent a public investment of $3 billion, compatible. In an address this week he said, 'Since existing receivers can be adapted to receive black-and-white pictures from CBS color transmissions at a reasonable price, the Commission felt that it was not fair to deprive 40,000,000 American families of the opportunity to have color simply because the owners of 7,000,000 or 8,000,000 sets might have to spend some money in adapting their present receivers.'

"In reality, the Commission is saying to potential future purchasers of TV that, regardless of the fact that they may only want or can only afford a receiver capable of receiving black-and-white telecasting, they must pay a substantial premium to continue to receive black and white from a color telecast. In effect, the Commission is saying to future televiewers, you'll have to pay for color whether you want it or not.

"If only 10,000,000 purchasers, let us say, want black and white, and if the required modifications cost an extra $50 per set, then the public will be paying a half billion dollars for something it didn't want in the first place. This is like saying to a person who wants to buy a Chevrolet, you must now pay a special premium on this car, otherwise we cannot build Cadillacs for those who want them.

"Actually, the job the Commissioner is passing off so lightly in his simple statement is just about as complicated and impractical as trying to convert the gasoline engines in 10,000,000 automobiles now in service to charcoal burners. In a laboratory, with laboratory technicians, it is possible to make present TV sets compatible with CBS. To do it in the field, with present service facilities, would not only be impractical from the standpoint of operating results, but would be utterly prohibitive from the standpoint of cost.

"Speaking for Admiral, which is very much interested in protecting the investments made by our present set owners, there is one thing we will not do. We will not permit the pressure of time or competition to force us into offering the public some quickly conceived makeshift which will neither do the job, nor meet possible future requirements.

"It is my opinion that of the 10,000,000 sets which will be in service by the end of the year, not 5% will ever be made compatible with the Columbia system. It will be better and cheaper for these initial supporters of the television industry to content themselves with black-and-white programs broadcast under present

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Special Report
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COY REAFFIRMS THE FCC COLOR REPORT

Excerpts from Addresses by Wayne Coy, Chairman of the FCC

Before National Electronics Conference, Chicago, Sept. 25 and Chicago Television Council and Radio Management Club, Sept. 26

Except for different introductory and concluding paragraphs, Chairman Coy's speeches were identical—devoted primarily to the color issue. The verbatim report of his discussions of color TV issues are herewith reprinted in full because of their significance as a follow-up interpretation of FCC's much-discussed Color Report. (Text of Color Report available with our issue of Sept. 2, 1950; see also articles in Vol. 6:35, et seq, Television Digest Newsletter.)

THIS is truly the Electronic Age.

And color television is about to mature as one of the electronic products of that age.

I would like to take this opportunity to discuss with you the Commission's color television decision of September 1. I feel sure that most, if not all of you, have spent many hours reading that report. If you read the report I know you spent hours doing it!

We labeled this report on color "First Report" because it is No. 1 in a series of reports that we will issue on various phases of our television proceedings. These include, besides color, such issues as allocation principles, assignment of channels to specific communities, etc.

You undoubtedly all realize how this report on the color television issues fits into the picture of the television hearing. The hearing includes a general review of the status of the television service in both the VHF and UHF bands. As a result of our review of this service we will amend the Commission's television rules and standards as they apply to the VHF stations to eliminate interference which we know now exists under the present VHF allocation plan, and to establish a sound foundation for the continued expansion of the VHF television service. Our review of the status of television in the UHF band will determine whether the Commission's proposal for commercial television service in the UHF should be adopted, and will try to establish a sound foundation for the commencement of that service.

Color First, Then Allocations

These objectives are of utmost importance to the welfare of the television industry. Only by achieving a sound basis for VHF and UHF television can we insure that the American people will enjoy the best possible television service. Only by achieving these objectives can we insure that the television broadcasting and manufacturing industries can proceed to serve the people of the United States with assurance that no unnecessary technical obstacles will arise to plague them in the future.

As you know, it has long been plain that 12 VHF channels cannot accommodate a sufficient number of stations to make possible a nationwide, competitive television service. For this reason the Commission in July, 1949, proposed to open up 42 channels in the UHF band for commercial operation.

At this point it became obvious that the Commission and the industry had to face up to the question of color television. When in 1945 the Commission gave the go-ahead signal to post-war black-and-white television, only VHF allocations were involved. A large band of UHF frequencies was set aside for experimentation with higher definition monochrome television and also color. Again in 1947 when the Commission refused to adopt color standards on the basis of a 16-megacycle color system, black and white was permitted to proceed on VHF only. The UHF band was still preserved for future experimental work.

Following the 1947 decision, television started to grow by leaps and bounds. Not even the most optimistic were able to foresee the rapid strides the new industry was able to make. The result was that the 12 VHF channels became hopelessly inadequate to handle the demand that grew up—a demand that the Commission and the industry believed would take many more years to develop. It was thus imperative to find more channels for television stations. It was not possible to assign any more space in the VHF band since all VHF space was committed to other services, both government and non-government. The only place to pick up channels was the UHF band and the Commission in its July, 1949, notice proposed to allocate a large portion of this band for commercial television. This action meant that the last portion of the spectrum where television could operate in the present state of the art was about to be carved up. It was television's last frontier.

Thus, if color television were to be given any chance of developing in the forseeable future, it was apparent that this chance had to be given to it before the last spectrum space where it could operate was disposed of.

What's So Important About Color?

Many of you no doubt are asking the question which I have been asked privately but which has not been expressed publicly. My questioner asks—assuming that this proceeding represented the last chance for color for some time to come—what is so important about color that warrants injecting the issue at this time in such a way that it may cause serious disruption to a young and growing industry?

I am aware of the fact that there are those in the industry who sincerely feel that color is a "phoney" issue. Let me assure you that, in the judgment of the Commission, there is nothing "phoney" about the issue. Congress through the Communications Act commanded the Commission to "generally encourage the larger and more ef-

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fective use of radio in the public interest." Certainly, the Commission has encouraged such a development for the past several years. Having reached the point in the development of a television service where the UHF band of frequencies was needed to provide a basis for a nationwide competitive service, we were at a crossroads with respect to the past encouragement given to the development of color television. We could provide for color along with black and white in the VHF and UHF or we could provide for black and white service only in both bands. We were aware, and I am sure that you are aware, that the latter course might foreclose the opportunity for the development of color television in the foreseeable future.

Therefore, it seemed quite clear to us that the groundwork should be laid now for the joint use of both bands—VHF and UHF—for both black and white and color. Hard emphasis is given to this point by the extraordinary development of the monochrome service, there being almost 8,000,000 television receivers in the hands of the public at the present moment. If we did not now lay the groundwork for such joint use, it is obvious that when the Commission did get around to adopting a color system we might not be able to choose the best possible color system but would as a practical measure have to consider only such systems as might be compatible with black-and-white television.

FCC's Color Report Findings

Now for the report itself. There were three color systems proposed to the Commission—one by Color Television, Inc., one by Radio Corporation of America and the third by Columbia Broadcasting System. The first two systems are compatible systems, that is, present receivers without making any changes could receive a black-and-white picture from color transmission of such systems. The CBS system is not compatible. Some changes must be made in existing receivers in order to enable them to receive a black-and-white picture from CBS color broadcasts.

The Commission carefully analyzed the voluminous record of the hearing. We had to weigh testimony covering almost 10,000 pages of transcript and evidence that was submitted in 265 exhibits. We made detailed and specific findings concerning all three systems—findings approved by all seven members of the Commission. The care with which this work was done can best be indicated by the fact that while, as was to be expected, the particular result we reached was disappointing to some of the parties, there has been no intimation by anyone that the Commission's findings are not supported by the evidence in the record.

The Commission unanimously found that the CTI and RCA color systems were not suitable for adoption. I am not going to attempt to restate in detail at this time all of the reasons we set forth in the report for arriving at this determination. However, I shall mention two of the fundamental defects.

CTI and RCA Systems "Unsatisfactory"

In the first place, the Commission found that the quality of the color picture produced by the two systems was not at all satisfactory. In the case of the CTI system there is a serious line crawl or jitter and in the case of the RCA system there is a prominent dot structure and a marked loss of contrast.

Moreover, the colors are not true in either system. This is particularly true of flesh tones. At none of the demonstrations did CTI or RCA correctly reproduce flesh tones. Since the purpose of the hearing was to pick a *color* television system, it is obvious that no serious consideration could be given to a system that failed to produce true colors.

In the second place, the equipment required for the CTI or RCA system appears too complex for normal use. This is true both for receivers in the home and studio equipment at the station. At the outset of its conclusions the Commission stated that a color system to be adopted must produce a satisfactory color picture, must use apparatus that is simple to operate in the home and is cheap enough to be purchased by the great mass of the American people. The Commission specifically rejected the notion that the backbone of television should be black and white with color television being available only to those who can afford to pay luxury prices. The Commission believes that any television structure must be so constructed that color television is available to all and not merely the rich. The Commission knows that color television receivers will cost more than present monochrome receivers but we expect the price levels to follow the pattern of the present receivers. As production increases to mass volume, prices will fall.

At all of the demonstrations CTI and RCA had trained operators at hand who worked assiduously before each demonstration to make sure that the equipment was adjusted in tip-top shape and who hovered over the equipment during each demonstration continuously making adjustments to insure optimum performance. Despite all of these efforts RCA and CTI were unable to maintain accurate registration and color control throughout the demonstrations. You can imagine what the situation would be like in the ordinary home where children or untrained adults had to operate such receivers.

The Question of Compatibility

The Commission, of course, recognizes that both the CTI and RCA systems were comparatively new systems and that the equipment that was demonstrated was not commercial-type equipment. However, an analysis of the two systems showed to the Commission's satisfaction that the defects were fundamental. The equipment is complex because by the nature of the systems, registration and color controls are extremely critical.

CTI and RCA thus did not meet the tests of simplicity and economy.

The conclusion appears to be inescapable that CTI and RCA devoted so much of their efforts to the compatibility part of their systems that they never succeeded in producing satisfactory color. The net effect from the adoption of either system, as we saw them demonstrated, by the Commission would be that the public would continue to receive black-and-white pictures. We did not believe that the public would buy receivers that would get the type of color pictures that RCA and CTI showed to the Commission.

For these reasons you can see that there was just no basis upon which the Commission could approve either the CTI or RCA system.

CBS Picture Quality High

The CBS system did not labor under these handicaps. The quality of the color picture was of a high order. A wide variety of subject matter was displayed involving many different colors. Broadcasts were made from studios and from outdoors. In all instances color rendition was of a high quality. The equipment utilized was easy to operate. At not a single demonstration was there any evidence of misregistration or inaccurate color control.

The CBS system does have fewer lines per picture than the present system. However, the addition of color to the picture more than outweighs the reduction in lines so far as apparent definition is concerned. You only have to look at a scene in color and compare the same scene in black and white to be convinced that the addition of color increases several-fold the amount of information that can be transmitted by a picture.

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True, a monochrome picture from color transmissions under CBS standards is not of the same good quality as monochrome pictures from transmissions under present television standards. But neither were the monochrome pictures from color transmissions under the RCA or CTI proposals. However, I regarded such pictures as satisfactory in the case of CBS and RCA and unsatisfactory in the case of CTI.

Answers Objections to CBS

You have undoubtedly heard the CBS color system described as a mechanical system. This arises from the fact that a mechanical disc is used at the receiver to achieve color. The Commission pointed out in its report that the CBS system is not limited to the mechanical disc. A projection receiver was shown which did not require a disc. Also, if a direct view tri-color tube is successfully developed, all the expert witnesses agreed that it can be utilized on the CBS system.

You also have undoubtedly heard the CBS system described as an incompatible system. Indeed, most of the objections to the CBS system were based on this fact. All of the Commissioners agreed that it would be desirable to have a compatible color system if that were possible. However, the Commission was forced to conclude that no successful compatible color system had been demonstrated. Since existing receivers can be adapted to receive black-and-white pictures from CBS color transmissions at a reasonable price, the Commission felt that it was not fair to deprive 40,000,000 American families of the opportunity to have color simply because the owners of 7,000,000 or 8,000,000 sets might have to spend some money in adapting their present receivers.

All of the Commissioners are of the opinion that if a decision must be made now, the CBS color system would be adopted. However, five of the seven Commissioners are willing to postpone a decision, if cretain conditions are met, in order to see a demonstration of a tri-color tube on the CBS system, to receive further evidence concerning horizontal interlace and long persistence phosphors and to look into certain developments in so-called compatible color systems which have occurred since we closed the hearing record to see if they meet the requirements of a color television system as set forth in the report.

The "Brackets Standards" Idea

You will note I said that five Commissioners are willing to postpone a decision if certain conditions are met. These conditions relate to the so-called bracket standards about which you have been hearing so much. Briefly speaking, so far as the color problem is concerned, the incorporation of bracket standards into television receivers would enable them to receive a black-and-white picture from present transmissions or CBS color transmissions. You can readily see that if receivers had such bracket standards, there would not be a compatibility problem so far as the three color systems are concerned. Note that this applies only to future receivers. If bracket standards are added to receivers henceforth manufactured, the compatibility problem would stop growing so far as the field sequential system, which has been described to the Commission, is concerned. The bracket standards would provide opportunity for certain changes in standards of a field sequential color system. The Commission could then proceed to consider the other matters which I have enumerated knowing that in the meantime it would not risk having the mere force of the obsolescence problem eliminate the only color system which has been successfully demonstrated.

The Commission has given the manufacturers until September 29, 1950 within which to tell the Commission whether they will manufacture receivers incorporating bracket standards. If we receive adequate assurances on that score we will postpone a color decision and look into the developments I have already referred to. If we do not receive such assurances, we will adopt a final decision and designate the CBS system as the standard color system.

The manufacturing industry is given a choice as to whether or not it will voluntarily adopt bracket standards at this time. We are making this choice available so that an opportunity may be presented to those people who have been coming to us after the record closed with stories of new compatible systems or improvements in compatible systems to show whether they can meet the requirements for a color television system as set worth in the report. And the opportunity for this choice is likewise available for those manufacturers who have urged compatibility to the Commission as the sole basis for adopting color television standards. Mr. William P. Mara of Bendix put this view very well in a recent statement attributed to him in the September 9th issue of *Television Digest.* He said: ". . . While we did not endorse any of the various systems . . . we felt that solely on the basis of compatibility the RCA system should be adopted."

Why "Bracket Standards"?

But you may ask, why is it necessary for manufacturers to adopt bracket standards in the meantime? For, you may say, if a new compatible system is developed the brackets will have been unnecessary.

These are fair questions and I will give you frank answers. In the first place, no successful compatible color system has been demonstrated.

In the second place, the Commission recognizes that it is entirely too easy to invent a new compatible system every time the Commission appears to be ready to adopt an incompatible system. If a lengthy hearing is held each time, then the number of receivers in the hands of the public becomes so large that as a practical matter an incompatible system cannot be adopted.

In other words, if the Commission were to postpone making a decision on color at the present time and proceed with a further hearing, without having assurances as to brackets being incorporated into receivers, we would be inviting a situation where at the end of such hearing, fundamental defects might still be present in the compatible system but the incompatible system could not be adopted because the number of receivers in the hands of the public would have increased tremendously. We have a color system before us today—the CBS system—which all Commissioners feel is suitable for adoption. We all believe that color is an important improvement in broadcasting. We are willing to postpone adopting the CBS system for the time being if the industry by adopting bracket standards will make it possible to give color to the American people if the new or improved compatible systems should fail to meet the requirements of the Commission, as have all compatible systems in the past. We are unwilling to postpone adopting the CBS system if the manufacturers do not build receivers with bracket standards, for, in that event, we would be inviting the risk that if the compatible systems failed again, we would probably not be able to adopt the CBS system.

New Developments in Offing

In the third place, two developments were demonstrated during the hearing that hold real promise for improving resolution in black and white pictures. These are horizontal interlace and long persistence phosphors. More work is needed before a final answer can be given concerning these techniques. If they are successful, a change in line or field scanning rate, or both, might be desirable in order to take advantage of the improvements. By building

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receivers with bracket standards at the present time we will not be confronted at a later date with the vexation of not being able to improve resolution in black and white pictures because so many sets would be outstanding and incapable of operating on the new standards.

These bracket standards are insurance that if the Commission postpones a color decision now, it will not be precluded from making color available to the American people. They are also insurance that if techniques presently being developed are successful in making better resolution possible in black-and-white pictures, the Commission will be able to make this improvement available to the American people.

Before leaving the subject of bracket standards, I want to talk a little bit about costs. It is to be expected that receivers with bracket standards will cost more than present receivers. The record in our hearing contains a poll of many manufacturers as to what the cost of adaptation to the CBS system would be. The cost for bracket standards should be of approximately the same order.

Compatibility and Adaptibility

I would like to discuss for a bit more the subject of compatibility. The Commission's notice scheduling the present hearing did not contain a requirement that a system must be compatible—that is, that receivers without any changes would be able to receive a black and white picture from color transmissions. The notice stipulated that a color system to be eligible for consideration must be adaptable and convertible. By adaptability is meant that present receivers should be able to receive a black-and-white picture from color transmissions simply by making relatively minor modifications in the receiver. By convertibility is meant that existing receivers should be able to receive color pictures from color transmissions simply by making relatively minor modifications.

CBS and RCA were the only proponents that demonstrated converted receivers. The RCA converter was demonstrated only once and was apparently withdrawn although the record is not absolutely clear on this point. It is clear from the record that CBS demonstrated the only practical converter. However, the question as to the convertibility of the RCA and CTI systems did not prevent the consideration of all the systems on their merits.

The Commission recognized in its report that if a satisfactory compatible color system were available, it would certainly be desirable to adopt such a system. And I should like to emphasize this point. However, from what I have already said, you can see why we were unable to do this.

Buy Adapter or Turn in Old Set

We recognize that the adoption of an incompatible system means certain transition problems. For the owners of the present receivers it means that if they do not buy an adapter, they will not be able to receive programs transmitted in color. As the number and quality of color programs grow, the owners of present receivers will either buy an adapter or turn their old set in for a new model which is a color receiver or at least has adaptability built into it.

For the broadcaster, the initial months of color broadcasting can be difficult. There will be comparatively few receivers that can tune in on his color programs. Of course, the adoption of bracket standards by manufacturers would make the broadcaster's task much simpler. For, if the Commission postpones a color decision upon receiving assurances from manufacturers that they will manufacture receivers with bracket standards, there will be no broadcasting of color programs except on an experimental basis. If, as a result of such postponement, a successful compatible color system should be developed, the broadcaster would have an audience that could receive his color programs in black and white. However, if no compatible system succeeds and the Commission adopts the incompatible CBS system, a portion—and a continuously growing portion—of the television audience will have receivers capable of receiving a black and white picture from the color broadcasts. The extent of this audience will depend on the rate of production that is achieved by manufacturers for bracket receivers. And each month that passes will increase the size of the audience that is available for color programs.

The Summing Up

To sum up the color decision—

First, we have decided that color is an important improvement in broadcasting that should be made available to the American people. This is perhaps the most controversial aspect of the whole decision.

Second, we have decided that of the three color systems demonstrated to us, the two compatible systems—CTI and RCA cannot be adopted because they do not produce a satisfactory color picture and because they do not meet the other minimum requirements for a color system prescribed by the Commission.

Third, the CBS color system, although incompatible, does meet the requirements for a color system prescribed by the Commission and could be adopted as standard.

Fourth, the Commission is willing to postpone adopting a final color decision now, and, among other matters, give the proponents of a compatible system another opportunity to show that they have a system that can satisfy the Commission's requirements, provided that the manufacturers will prevent the compatibility problem from increasing, by giving assurances that they will build their television receivers with brackets.

If the Manufacturers Don't—

Fifth and finally, if manufacturers do not give assurances that they will build television receivers with brackets, the Commission will adopt the CBS color system now, for without the assurance of bracket receivers, the Commission would be inviting the risk that if the compatible systems failed again, it might no longer be possible to adopt a color system we know is satisfactory because the number of receivers in the hands of the public could have increased to a point where as a practical matter it would be extremely difficult to adopt an incompatible system.

In conclusion I would like to remind you again that besides the color issue we have many important and intricate problems to solve before we can establish television on the sound and comprehensive basis that we all desire.

I sincerely hope you agree with me that the Federal Communications Commission is taking every precaution to see that the decisions will be reached in a spirit of fairness, patience and regard for the public interest worthy of our free democracy. We may have differences of opinion but we must not shirk our duty in digging up all the available information on the problems we face. As Bernard Baruch put it: "Every man has a right to be wrong in his opinion but no man has a right to be wrong in his facts."

I believe you realize also that the more quickly and fully that information is supplied, the quicker we will be in a position to issue our decisions.

The Commission believes that television is destined to become the dominant form of broadcasting and is destined to be of inestimable service in promoting the welfare of the American people. We are anxious to see the service extended the length and breadth of the nation at the earliest possible moment. In that effort, we solicit your cooperation.

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TV is blamed for small gate (22,357 persons, $205,370) at Wednesday night's Louis-Charles fight, but TV-radio rights brought $140,000, of which Louis got 35%, Charles 20%. CBS-TV reports 60 stations (31 live, 29 kine) carried Pabst-sponsored event. Hooperating was 68.4. *New York Times* estimated 25,000,000 TV viewers on basis of 65% of 7,000,000 sets. Al Laney, in *Herald Tribune*, compared attendance with 80,000 who watched Louis-Schmeling fight, said: "Everywhere the talk was of television . . . title fights would soon be fought in studios." Also in Sept. 28 *Herald Tribune:* "The bald truth was that the beer sponsors who bought the TV rights had thoroughly convinced the fight public that going to the fight was a waste of time and money when barside and living room were so much more inviting." *Washington Post's* Shirley Povich: "The television set stayed home . . ." CBS announced fight was seen by 73% of all TV set owners.

Call for educators to get into TV is made by *New York Herald Tribune* critic John Crosby in October *McCall's Magazine.* He lauds Comr. Hennock's activity in behalf of educational TV, quotes from speech she made last April before U of Pennsylvania teacher group (Vol. 6:16): "Education must make itself heard now or risk forever having to hold its peace." Surprising is sneery tone Crosby uses in talking about present commercial TV. Commercial interests, he says, "will dominate it, cheapen it, neglect it, eventually destroy it." He even cites decline and fall of Roman Empire "with its gladiator contests, obscene plays, orgies" to warn that "perennial, irresistible, inescapable outpouring of mediocrity from TV will . . . weaken our intellectual fibre to the point where we can no longer function effectively as a democracy."

TV's stature in advertising is theme of 20-p. *Tide Magazine* "cover story," Oct. 2. Article paints general outline of TV's status in number of stations, sets, details myriad facets of its commercial business. "Television right now, at the start of its third commercial season, is in every sense a major, mature advertising medium," article states. Otherwise excellent article is marred by a few indefinite and erroneous statistics.

United Nations has installed own 2-camera chain and is making video service available 11 a.m. to 6 p.m. five days weekly. CBS-TV next week starts TV coverage Mon. thru Fri. 11 a.m. to 1 p.m. and 5:15 to 6 p.m.

While **European TV** now comprises only a few stations in Britain, France and possibly Russia, recent international committee meetings (Vol. 6:25, 32) are credited with sparking plans for stations in Stockholm, Netherlands and Switzerland.

Latest findings on how TV affects family social life were given in Young & Rubicam survey reported at ANA convention in Chicago, Sept. 25-27: (1) TV families average 1.5 nights out weekly. Non-TV families average 2.4 nights out weekly. (2) 32% of TV families attend movies during week. 45% of non-TV families go to movies during week. (3) Magazine and newspaper habits are about same in TV and non-TV families. John P. Cunningham, Cunningham & Walsh, told ANA members only 2.6% of TV owners went to movies night before survey, while 5% of non-TV owners went. He also stated sports attendance goes down first 2 years of TV set ownership, but interest engendered by TV "ultimately delivers them back to the ball park or stadium to a greater degree than ever."

Further assurance TV doesn't hurt eyesight comes from poll of eye doctors in 8 midwest states conducted by Ohio U's Institute for Research in Vision. Conclusion, based on 556 replies, was that only 3.14% of patients blamed eyestrain on TV. Most of these were new-set owners, whose complaints tended to drop off with continued viewing, and patients over 60 using multi-focus glasses or who previously suffered from eyestrain. Interestingly, Institute reported 30% of doctors were prescribing tinted glasses for complaining televiewers.

More on TV and eyes: First detrimental effect, to any degree, is reported by Dr. John C. Neill, of Pennsylvania State College of Optometry. Year's study, he said, shows that night vision can be temporarily impaired by watching TV. "Visual purple" in eye, needed in night vision, is used up rapidly. But he said that increased vitamin A intake can reconstitute it, also, that new tubes (presumably "black") are much easier on eyes. One beneficial effect he found was that TV can help children with crossed eyes. Covering good eye while poor one concentrates on screen strengthens latter.

Newsweek Magazine reports Schenley liquor ads, rejected by U. S. networks and stations last year, are being carried on one Hawaiian and 6 Alaskan stations; notes that "distillers long have licked their chops over the sales inherent in radio and TV plugging." Schenley, incidentally, bought closed DuMont circuit Sept. 29 for conference of its distributors in 18 cities, discussing sales plans.

TBA got 3 new members, reported at TBA board meeting Sept. 25: KEYL, San Antonio; WKY-TV, Oklahoma City; WBEN-TV, Buffalo. Board also set Dec. 8 for TV clinic for members, approved revisions of by-laws to base membership dues on percent of rate cards and permit multiple owner to take out membership for as many stations as he owns.

End of freeze between April 1 and July 1, 1951, was predicted by FCC chairman Wayne Coy during speeches in Chicago this week. But he ruefully admitted his fallibility on previous predictions. Estimate includes 60 days for filing of new applications after actual final decision, he said. In cities where applicants outnumber channels available, however, new CPs probably won't be issued "until the end of 1951, at the earliest, and many will run into 1952," he added. In response to other questions, Coy stated:

(1) Govt. has absolutely no intention of taking over operation of any station in event of war. "I give you my word," he said, "I have never heard the faintest suggestion from anybody in the Govt. of the United States that they take over broadcasting . . . If at any time it becomes necessary for the radio or TV frequencies to be used by the military, it will be at a time when the invaders are so close that none of us will give a damn anyway."

(2) FCC doesn't want to become an "Anthony Comstock" to keep obscenity and poor taste off TV. Industry should police itself. There's also a question of interpretation of Federal laws: "Is sign language on TV, or simple exposure, prohibited by the Criminal Code in the same manner as the written word?"

(3) FCC's goal is to bring TV to everyone in the country. "The only feasible way that has been advanced that offers full geographic coverage is the use of something like Stratovision, as has been developed by Westinghouse. However, those stations that are possible [under conventional telecasting]—and I believe that the stations will be applied for and granted within the succeeding 5 years—will offer us coverage in excess of 90% of the population, which, by the way, is a comparable figure to the coverage of the aural broadcasting system today."

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standards, or if they want color, junk their present sets and make heavy investments all over again. There is no such thing as invention by decree."

* * * *

Besides color and the freeze, only war can slacken TV, Siragusa observed, adding: Public this year will spend $2 billion for sets alone. Today's 7,500,000 sets represent only 30% of homes within 40-mi. radius of stations now telecasting, but within 10 years virtually all families in areas with service will own receivers -- "if war does not become total." Within 5 years, 27 to 30-in. rectangular tubes will be standard, with cabinets not much larger than ones now needed for 19-in. circular tubes. Govt. requirements will utilize about quarter of electronic industry's capacity; this means that industry will have available capacity for more than 5,000,000 receivers next year.

RADIO RATES (TV, TOO) SLAPPED AT ANA: Still hanging over heads of broadcasters is advertisers' push to get radio rates down in TV cities (Vol. 6:29-31). They continue to publicize new findings and surveys to pound home their principal point: In TV cities, night listening is down.

Any idea sponsors have accepted radio's position that there's nothing to talk over, that radio rates are above questioning, should be dispelled by attitude of advertisers and agency men at Chicago convention of Assn. of National Advertisers this week.

TV rate rises also came in for criticism, BBDO's Ben Duffy calling it "rate squeeze" and declaring TV rates "way out of line." He said FCC freeze permitted telecasters to maintain a monopoly which puts them in the "comfortable position of being able to pick and choose."

Radio took brunt of attacks, however. Lipton's ad chief Wm. B. Smith, chairman of ANA's radio-TV steering committee, said broadcasters have confused the issue but haven't refuted the facts. Said he, "The networks would have you believe that there are more people listening to radio and watching TV than there are people." He cited recent Young & Rubicam survey to bolster ANA findings that listening is down in TV cities:

(1) In TV homes, radio is turned on 30 minutes nightly; in non-TV homes, 2.6 hours nightly. (2) In TV homes, 61% said they didn't listen to radio at all at night; in non-TV homes, only 8% said that. (3) TV owner views average of 3.5 hours nightly; neighbors and friends come in for average 1.9 hours weekly. (4) Amount of viewing by TV families having sets 16 months or more is about same as those with sets only 1-3 months -- refuting argument that viewing goes down after "novelty" effect wears off.

Much the same tack was taken by John P. Cunningham, Cunningham & Walsh, which publishes Videotown surveys (Vol. 6:26). "When American families who have owned TV sets for 2 years still sit and stare at that little square screen every night for almost 4 hours -- something's got to give," he asserted. In generalized observations on TV based on Videotown and other surveys, he stated flatly, "Radio listening [is] practically non-existent in TV homes at night except individual members of the family still may pop off to another room to hear a favorite program or get the baseball scores."

Sitting pretty with resurgence of business due to increased listening (Korea) and rate increases by other media (newspapers and magazines, particularly), radio seems willing to let ANA talk. Neither networks nor stations will admit validity of ANA's position. They have thus far ignored it, haven't suffered any loss of business thereby. Broadcasting Magazine editorial Sept. 25, however, claimed ANA case has gone "aglimmering", noted: "Radio is at an all-time peak. TV is destined, for the foreseeable future, to remain at 100-odd stations in 60-odd markets." But the radio broadcasters' spokesman calls on radio not to let things ride but to plan now for post-emergency period.

Advertisers don't say radio isn't good buy. Even Smith acknowledged that listening had gone up recently. But primarily in morning and afternoon hours in July, he asserted. Afternoon and evening listening slipped back in August, he said,

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September 30, 1950

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Digests of

Responses to FCC Proposals for 'Bracket Standards'

Brief Summaries of Replies to Notice to Manufacturers for Proposed Rule-Making

(FCC Public Notice No. 50-1065; see Special Color Report published Sept. 2, 1950)

Includes All Replies Received Up to Sept. 29, 1950

ADMIRAL CORP.—Short covering letter accompanies outline by chief engineer, Robert Jones. Letter states engineering staff has been working on problem but time permitted has not been sufficient for valid conclusions. Annex lists following engineering problems that must be solved for bracket standards and sets forth questions arising in connection with each: test equipment, hum, horizontal sweep width, bandwidth, bracket standards, automatic switch, model design (both chassis and cabinet), field testing. "We shall continue working," states letter, "until such time as an adequate solution can be reached. At that time we should like to present our findings and conclusions to the Commission."

ANDREA RADIO CORP.—Could build bracket sets by April or May, 1951. Adoption of brackets now would mean: (1) Plant-wide layoff of 335 people. (2) Unsafe inventory building. (3) Financial burden that would undermine the company's ability to meet its obligations. Feels that color must be compatible and fully electronic. Suggests "one overall standardization rather than possible individual steps or dual standards."

ARVIN INDUSTRIES INC.—(1) Test equipment is not available; estimates 2 months needed to procure it. (2) Three months required for new set design development. (3) Field testing would take longer than usual, due to lack of CBS-type signals. (4) Tooling requires 2 months. (5) Components procurement cycle is 3-4 months. Thus, total of 8-9 months would elapse before brackets production would start.

BELMONT RADIO CORP. (Raytheon)—Needs more time to study costs, feasibility and production dates. Asserts bracket sets far different from 2-position switch. Says latter "probably could be engineered in the present state of the art." Two-position switch would probably cost $30 —"too high a premium for insurance against obsolescence during the advent of color." Has "every desire to cooperate" but regrets that brackets aren't possible within time allocated. Is continuing study, nevertheless.

COLUMBIA BROADCASTING SYSTEM—Approves bracket standards idea if costs are not excessive. Isn't certain whether they would cost more than 2-position switch. But adoption of CBS field sequential system will provide "competitive impetus" for manufacturers to incorporate at least 2-position switch internally, and brackets might come later if their feasibility is proved. CBS also suggests Commission make clear that paragraph 5(c) in brackets proposal, which requires "equivalent size" pictures, "also permit additional provision for reduction in size for purposes of conversion" through addition of color disc.

COMMUNICATIONS MEASUREMENTS LABORATORY INC.—Favors TV on uhf only. Asserts FCC's color decision is inconsistent with FCC policy. States: "I've been at odds consistently with the mass producers. . . . However, in fairness to them . . . FCC displays woeful lack of knowledge of 'lead time' required for a change of this type, or the decision is a carefully calculated scheme to adopt the CBS system now on a permanent basis with the knowledge that manufacturers cannot possibly produce receivers within the time limit." Estimates that normally such change would require 4 months, but asserts that components situation is abnormal, e.g., "resistors are virtually unobtainable."

Maintains: "I see no reason for haste in the light of situation which has resulted from the events in Korea." Color and allocations "cannot be completely divorced from each other." Suggests that CBS system would lose two-thirds of information when used with tri-color tube; that field rate might be lowered to make system compatible; that all proposed color systems may be made to work with universal set.

CONNECTICUT STATE DEPT. OF EDUCATION—Requests reservation of educational TV channels. Urges more time for research "until such time as an electronic system of color transmission has been suitable demonstrated by CBS."

CONRAC INC.—Will not make bracket sets because: (1) "Considerable technical difficulties." (2) Components in very tight supply. Believes FCC would make "grievous error" in not picking compatible system.

CROSLEY DIVISION, AVCO MFG. CORP.—Cannot estimate when bracket sets could be made. All its research has been in dual standards, not bracket. Had abandoned dual-standard research because it felt compatible system was necessary and feasible. Urges deferment of color adoption because: (1) No satisfactory system is fully developed. (2) CBS system is impracticable at present time, even if it could be perfected. (3) Delay in adopting color would hurt no one, nor aggravate compatibility problem. (4) Dual or bracket standards would be detrimental to public.

ALLEN B. DuMONT LABORATORIES INC.—Responded it would need at least 6 months to year before coming to any engineering conclusions on bracket standards. Calls attention to fact cost estimates submitted during hearing referred to 2-position switch, not bracket standards. Calls bracket standards "immature," recommends that Commission's proposals thereon be rescinded or a full hearing be held on subject.

CBS system requires complete redesign of TV receivers, DuMont states, and doesn't meet FCC criterion that color system be capable of being received in black and white on present receivers "with relatively minor modifications."

DuMont holds FCC's comments on RCA tri-color tube are not proved, and points out inconsistency in holding out hope single tube will permit large, direct-view pictures for CBS color system. Points out that under FCC's proposal to investigate horizontal interlace and long-persistence phosphors it's possible Commission will some day change standards again, making them incompatible with CBS color standards.

Questioned is impartiality of Comr. Jones, and it's charged he showed "unprecedented bias." Questioned also is "adequacy of FCC's facilities for full technical investigation . . ." Commission is urged to postpone any decision on color, permit continuance of research on subject.

GAROD RADIO CORP. (Majestic)—Preliminary engineering on brackets yet to be done. Has provided space in forthcoming sets for additional components and controls. Field testing will be needed. Estimates production to commence 4-5 months after final decision. Internal adaptation to cost about $35, external $50-$75 plus costs of installation by highly technical personnel. Is "anxious to cooperate" but points out that monochrome from CBS transmissions will be degraded and that color disc is good only for sets up to 12-in.

GENERAL ELECTRIC CO.—(1) "Definitely" will build bracket sets if "the public will buy in sufficient quantities to justify the investment in engineering time and in production facilities." (2) "Our attorneys advise us that we may not have the right to enter into an agreement with anyone, even the FCC, to abandon the design and manufacture of all types of TV receivers except one specific type." (3) Strike has hampered study of problem. (4) Uncertain about "retrace" time, other engineering details. (5) Recommends FCC and industry work out proposal together. (6) After everything is clarified, GE could be ready to make brackets by June 1, 1951, if components are available.

Convinced FCC's whole color-brackets proposal is "technically and economically open to serious question, particularly since it comes at a time when the Armed Forces requirements in terms of electronic engineering man-hours is becoming an increasingly major factor in this industry."

HALLICRAFTERS CO.—Requires 3-6 months of basic research. Time factor also depends on development work by suppliers of components such as ferromagnetic structures, coils, switches, possibly tubes. Is "willing but unfortunately not able to give an unconditionally affirmative statement."

HOFFMAN RADIO CORP.—Wants to cooperate, is willing to install 2-position switch in sets, but it will take at least 8 months before such sets start coming off production lines. But company doesn't know how to build bracket standards. Calls attention to fact black-and-white picture from CBS colorcast would be "degraded," also that Commission's ideas on bracket standards seem to be based on out-of-date sets. States CTI has improved system, urges reexamination of CTI system.

JOHN MECK—Sent 2 telegrams as John Meck Industries and as Scott Radio Laboratories stating that he was filing no comments.

NATIONAL TELEVISION SYSTEM COMMITTEE—Submitted unedited minutes of Sept. 12-13 meetings of panel on station equipment (Dr. T. T. Goldsmith, DuMont, chairman) and panel on receivers (David B. Smith, Philco, chairman). Both panels assumed "bracket standards" meant black-and-white standards and CBS standards (2-position switch for receivers).

Station equipment panel consensus showed that some items requiring modification could be accomplished immediately. Most, however, required from one week to 4 months. New equipment incorporating needed changes would take up to 2 or 3 years for film recording equipment. Receiver panel agreed that bracket standards means "redesign of receivers" due to higher voltages, more tubes, other changes required.

Following are estimates of additional cost to list price of 17-in. rectangular receiver with 70-degree deflection tube and date first such set would be off production line (all 1951 unless otherwise noted):

Bendix, $40, June; Capehart-Farnsworth (no estimate), June; DuMont, $35-$40, March 1952; Emerson, $30-$40, June; Freed, $40, September; Garod, $35, June; General Electric, $30, May; Hoffman, $35, September; Motorola, $40, April; Philco, $35-$40, April-June; Pilot (no estimate), April; Stewart-Warner, $40, June; Stromberg-Carlson, $30, May; Westinghouse, $30, April; Zenith, $30, June.

Following estimates are for external adapters plus installation fee: DuMont, $130 and unestimated; General Electric, $50 and unestimated; Hoffman, $100 & $25; Philco, $60 & $25-$50; Stromberg-Carlson, $100 & $25.

PACKARD-BELL CO.—Can't meet brackets deadline because: (1) Decision was surprise; no engineering on brackets had been done. (2) Test equipment difficult to obtain. (3) Components in tight supply. (4) Field testing needed. (5) May require retooling of chassis, redesigning of some cabinets. Intends to proceed with engineering, but would like to know whether to continue. Emphasizes "our honest and sincere desire to cooperate for the common good of all consumers, and we believe this can only be accomplished by ascertaining all the necessary facts before making any decisions and commitments which might be either inaccurate or unnecessary as of this date."

PILOT RADIO CORP.—Brackets deadline "physically impossible." Since FCC lacks authority over manufacturers, "you seek thereby to accomplish indirectly what you cannot do directly." FCC has admitted CBS system far from satisfactory. FCC offers manufacturers an "illusory reward." Says FCC has admitted defects in CBS system, such as low resolution, low brightness, restricted size. Asks that more time be allowed to study CBS system with long-persistence phosphors, horizontal interlace, tri-color tube. Says time allowed for compatible systems "seems to be no more than a holiday weekend." Quotes Comr. Hennock's remarks concerning RCA's improvements during hearing. Cites impact of FCC decision on military effort. Says "revamping of our industry would be impracticable and heedlessly wasteful." Asserts that commercialization of CBS system "seems neither wise nor lawful."

RADIO CORPORATION OF AMERICA—Contentions: (1) Color decision "scientifically incorrect." (2) CBS and

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RCA systems should be allowed to go ahead simultaneously, for "reasonable period of time," with public making final choice. (3) Brackets proposal is "impossible and illegal." (4) FCC doesn't understand RCA system. (5) FCC favors CBS system "merely in order to do something about color now."

(6) Condon Committee recognized RCA system potential; FCC confused apparatus with systems. (7) Black-and-white has tolerances even more stringent than 1/11,000,000 of a second tolerances in RCA system. (8) RCA system improved greatly in a few months, "a thousand percent," according to CBS's Dr. Goldmark. (9) Non-RCA witnesses and commissioners said they've seen good RCA color fidelity.

(10) FCC ignored post-hearing improvements. (11) RCA system adds color, subtracts nothing, while CBS system adds color but loses resolution. (12) Compatibility will insure quickest development of color.

(13) Brackets proposal doesn't comply with FCC rules on adopting new standards. (14) Brackets far more difficult than when TV standards were first being considered. "Triggered" synchronizing circuits, employed then, are now obsolete because of their susceptibility to interference.

(15) Cost of brackets would be $61 automatic, $50 manual. (16) If change in standards is made later, "those who had bought the bracket standard receivers and paid the additional sums required would not receive an improved picture when the change was made." (17) Brackets couldn't be made before second quarter of 1951.

(18) Brackets would produce inflationary effect because of greater set costs, contrary to policy set forth in Defense Production Act of 1950. They'd also mean "unnecessary use of critical materials." (19) Bracket sets would intensify difficulties stemming from components shortages. (20) FCC is in error in its comparisons of CBS and RCA systems in respect to flicker, brightness, contrast, registration, fidelity, resolution, picture texture, susceptibility to interference, adaptability, convertibility, equipment considerations.

STROMBERG-CARLSON CO.—Has devoted bulk of engineering time and laboratory facilities, since Sept. 1, to brackets. Number of problems remain with regard to 2-position switch, "very many" with regard to brackets. Engineering for 2-position switch to take 1-2 more months, brackets much longer. Then one month needed for field testing. Then additional 4-6 months required before actual production. Asserts that people who don't need or want additional circuitry shouldn't have to pay for it. Brackets idea "unsound economically and practically." People will want to adapt to color, not merely to black-and-white. Present plans are to make "modest" changes in circuits so that people can purchase adapters optionally.

WESTINGHOUSE ELECTRIC CORP.—Has adapted sets for 2-position switch only, concluded adaptation is feasible, but hasn't adequately field tested sets. If brackets adopted, proposes: (1) To make sets with 2 positions. One position will give standard monochrome adjustable "within a reasonable range of present standards." (2) To provide sets with plug receptacle. If proposed CBS standards are adopted, plug-in unit will be built to give monochrome from color transmissions. If CBS standards are changed at some later date, new plug-in units will be made to give monochrome, replacing old. States it cannot make desired sets within 30 days after "any decision which has been reached which requires important changes in either design or material content."

WTVR (HAVENS & MARTIN), RICHMOND, VA.—Formal brief requests permission to appear if hearing is held on bracket standards.

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MARTIN CODEL'S
AUTHORITATIVE NEWS SERVICE OF THE NATIONAL BROADCASTING ARTS AND INDUSTRY

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10% EXCISE TAX UPS TV PRICES NOV. 1: Nov. 1 is effective date of manufacturers' 10% excise tax on TVs -- and retail prices should go up estimated 6-10% after that date. As with radios, long taxed 10% at factory, tax will be included in suggested list price.

Congress failed to get tax bill to President Truman before Sept. 21 deadline date, which would have made TV tax effective Oct. 1, so industry and public won month's "reprieve" -- and considerable saving in light of probable 700,000 or more sets expected to be produced in October. Home freezer units, too, are similarly taxed -- these and TVs being only new excises in bill that retains all old ones.

Tax is imposed only on and after Nov. 1, does not affect sets in transit or in distributor-dealer hands at that time. Bill passed by House and Senate Sept. 22 actually simply adds TV to present 10% levies on radios, phonographs, records, musical instruments, and their components. Industry efforts to get wording simplified were unavailing.

Note: TV-freezer excises are only small items in $4.5 million Revenue Act of 1950 (H.R. 8920), which has vital provisions affecting your business and you: boosts corporate income taxes; increases personal income taxes; requires withholding taxes; allows 5-year accelerated depreciation for war plants and facilities; plugs loopholes in present laws.

FCC TOLD BRACKET SETS LONG WAY OFF: Manufacturers have wrestled with bracket standards another week -- and still none has said he can meet FCC's deadline (estimated around Nov. 10) for conversion of TV production to the new type of sets.

Thus, it appears likely that manufacturers will respond "no can do" by next Friday, Sept. 29, when answers are due.

Such a negative response, said FCC in its color report (Vol. 6:35), means CBS system will be adopted immediately. Presumably, that would be followed by either compulsive or permissive requirements to telecast color. Such actions very likely would mean court appeals and resultant delays.

Delays into next year probably mean (1) more sets-in-use than the estimated 10,000,000 will have to be adapted if and when CBS system goes into actual effect; (2) war orders will catch up with TV-radio production, meaning fewer monochrome sets and probably mere trickle of polychrome.

It's apparent FCC hasn't been much impressed by "war orders" argument, with concomitant manpower drain and probable materials shortages. It's equally clear industry is hoping against hope it can maintain high civilian output along with military -- whose orders are due very soon, now that initial defense appropriations have been made, with some $2.3 billion earmarked for electronics for rest of 1950 and all fiscal 1951.

Meanwhile, FCC and industry may soon be faced with this question from buying public: "Shall we buy TV sets now, or wait for bracket standards and/or color?" Question is palpably loaded with economic and political dynamite.

* * * *

Whether Commission will change its mind, is anyone's guess. But it intends to consider set makers' responses immediately upon receipt -- one reason why it

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made by Comr. Jones and Sen. Johnson. Committee comprises GE's Dr. W. R. G. Baker, chairman; Dr. Allen B. DuMont, RTMA president Robert Sprague.

Attendance at meeting was considered good -- 31 out of 41. Notably absent, however, were RCA and Philco members, as they were from TV committee meeting week before (Vol. 6:37) -- undoubtedly because of anti-trust fears and presumably because they're preparing to fight FCC edict in their own ways. With non-RTMA member Admiral, they produce close to half industry's TV volume. Among those absent, also, were GE's Dr. Baker ((probably due to strike) and Motorola's Mr. Galvin, though both were at previous TV committee meeting.

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FCC still feels much the same as it indicated in its report, particularly regarding immediate desirability of color and superiority of CBS images. That's clear from conversations with members and from their public utterances.

Comr. Sterling hewed strictly to line of color report while answering barrage of questions after speech last week-end at Pacific IRE convention. Color-now is more important to him than compatibility, he noted. How about degraded monochrome picture with CBS system? "You'd be surprised," said Sterling, "to find that color more than offsets the disadvantages of reductions in the number of lines." He was sure the tri-color tube would prove out, but "so far, I like the disc."

Sterling did say "door is still ajar" for compatible systems, and he pointed out that "no one argued more for compatibility than I during the hearings. Nothing would please me more than to see CBS come up with a compatible system." He was dubious about GE system (Vol. 6:30,34,37): "Any system which uses a sub-oscillator is vulnerable to interference, and the GE system, as I understand it, has two sub-oscillators."

Chairman Coy will have similar approach, undoubtedly, during 3 speeches in Chicago Sept. 25-26. He addresses Assn. of National Advertisers (Drake Hotel) and National Electronics Conference (Edgewater Beach) first day, Chicago TV Council (Palmer House) second day.

* * * *

CBS has had color test pattern on 10-11 a.m. daily in New York, but number of set makers using it is unknown. Paramount has tested Lawrence tri-color tube (Vol. 6:18-36) with it, planned to try improved model next. Fifty more tubes have been ordered from Machlett, but production has been plagued by shortages (metal cones, face-plates, etc.). Paramount says it plans no public demonstrations until "we can show something we're completely satisfied with."

DuMont, too, has put CBS-type picture on air, using uhf (612 mc), 8:30 a.m.-5 p.m. daily, with slides as well as test pattern. Transmissions are 1 kw, from Passaic, receivable up to estimated 10 miles. Says DuMont's Dr. T. T. Goldsmith: "Manufacturers need more than CBS's one hour a day, if they really want to experiment with the system."

RCA-NBC experimental color adjunct to WNBW, Washington, was granted STA extension by FCC to continue testing RCA color system from Sept. 20 to Oct. 13.

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Novel gadget for CBS system is reportedly being developed by Celomat Corp., maker of magnifiers, which has made CBS-type color converter (Vol. 6:11). It's a color disc, slightly larger than 45rpm record, run by small motor, and designed to sell for less than $10. When monochrome set is adapted to CBS scanning speed, disc can be held in front of screen, bringing in color after a fashion.

If CBS has infused color zeal into any affiliates, other than those in which it has ownership, none are saying so, and some are vigorously opposed to incompatible system. But one takes situation rather calmly:

"We'll broadcast whatever color system the FCC adopts," he said. "It would certainly be painful if we were compelled to put CBS color on during good sponsored time. If color broadcasts are permissive, we might be able to work it up gradually without too much disruption. It all depends on the public. I thought FM would sweep the country; I was wrong. Whether color will bear same relation to monochrome

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that FM did to AM, I just don't know. Black-and-white developed on a permissive basis, starting with no audience. But it's true that it brought forth vision for the first time. Only time will tell how much more color will mean to the public."

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Noteworthy reaction to color report is that of editor Reginald Clough in Sept. 15 Tide Magazine. First, he deplores FCC's lack of finality, saying: "It is up to the FCC to let buyers know at once whether they can or cannot actually expect color sets soon -- or whether they can look forward only to new color hearings."

Then, he advises: "It is not too soon for advertisers and agencies to start preparing for color TV....It is noteworthy that in the few major media where there is no extra charge for color -- e.g., outdoor and car card advertising -- the great majority of advertising is in color. Add to that the tremendous strides color has made in the national magazines and, more recently, in the newspapers, and your best bet would seem to be that TV will be predominantly a color medium. Significantly, too, color will add nothing to the production, transmission or other costs of TV broadcasting. There will be no justification, therefore, for extra advertising costs for color TV."

Other commentators were inclined to eye FCC action askance, notably New York Times' Jack Gould and New York Herald Tribune columnist John Crosby, who took dim view of immediate prospects for color receivers. AP's Wayne Oliver noted extra cost to public "may run from $7 to $20 a set, or $42,000,000 to $120,000,000 more a year just for black and white sets....Some industry observers [estimate] $40 to $60 a set, or $280,000,000 to $420,000,000 if everyone had his set adapted. But CBS [estimates] only $15 to $25 a set...."

Trade press mostly was inclined to take middle courses but Tele-Tech editor Dr. O. H. Caldwell, member of original Federal Radio Commission, lit into FCC:

"It is possible that 3,000,000 TV sets would be manufactured before the final FCC decision. This would mean $90,000,000 of customers' money thrown away on a useless addition to their receivers if a better, compatible system is eventually chosen...Here is a clear example of where faith in the future, possessed by the scientific researcher, the dreamer, pointed out the way to success. It is unfortunate that there is no such guiding personality on the Commission nor is there a single experienced TV researcher on the FCC enginering staff. The important matter of future color standards is an engineering problem...[FCC] has shown what Bureaucracy can do to Industry. Millions of TV users may be saddled with an inferior system when Bureaucracy attempts the difficult technical problem of TV transmission standards. This problem should be assigned to Industry engineers."

Famed inventor Lee deForest, who described his own mechanical color system to FCC during hearing but didn't recommend it, was amazed by FCC report. Aged scientist, frequently called "Father of Radio" (his recent book has that title), writes from Los Angeles: "I doubt if a more unjust and 'goofy' decision can be found anywhere in the annals of American bureaucracy."

END-OF-FREEZE HEARING NOW OCT. 16: Reasons FCC has postponed next phase of end-of-freeze hearing, from Oct. 2 to Oct. 16, are simply these: (1) Commissioners and key staffmen, probably for week or more after Sept. 29 deadline, will be considering manufacturers' answers to FCC request for bracket standards in future receivers [see story above]. (2) Many witnesses wanted more time to revise and bring up-to-date their comments and oppositions. FCC spokesmen say Oct. 16 is definite; there will be no further delay.

En banc hearing on general issues (such as vhf-uhf propagation, transmission standards, stratovision, polycasting, educational TV) is still expected to require 20 hearing days -- and thereafter must come hearings on particular allocations that should take 60 hearings days or more. That would indicate, with time needed for final decisions, end of freeze no earlier than next May (Vol. 6:36).

To list of witnesses scheduled for general issues hearing (see Supplement No. 70), FCC this week added RCA (with evidence on uhf propagation from its Bridgeport experimental station) and KSJB, Jamestown, N.D. More may be added.

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Count of TV Sets-in-Use by Cities

As of September 1, 1950

TV sets-in-use reached 7,529,700 as of Sept. 1, according to NBC's monthly "census" report estimating TV receivers within 40-mi. service areas (.5 Mv). Counting 750,000-900,000 sets in pipelines or sold during September (August production exceeded 700,000; Vol. 6:37), October 1 should see between 8,250,000 and 8,400,000 sets-in-use. Sales should be stronger than ever in 15 markets with 21 stations and 506,600 set owners as of Sept. 1, which will have joined interconnected networks by Oct. 1. [For list of such cities, see footnote.] NBC no longer publishes family figures, but those here listed are best available estimates of 1948 families within 40-mi. radius of city; note, however, that there are some overlaps, so that family figures are sometimes higher than actually served. Sept. 1 total is 587,700 increase over Aug. 1 count (Vol. 6:33).

Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Baltimore	3	732,000*	208,000
Boston	2	1,175,000*	490,000
Buffalo	1	323,000*	120,000
Chicago	4	1,438,000	595,000
Cincinnati	3	384,000*	157,000
Cleveland	3	695,000	287,000
Columbus	3	225,000*	84,000
Dayton	2	291,000*	84,000
Detroit	3	839,000*	306,000
Erie	1	112,000*	28,300
Grand Rapids	1	182,000*	33,500
Johnstown	1	250,000*	33,900
Kalamazoo	1	143,000*	14,300
Lancaster	1	85,000*	58,900
Lansing	1	168,000*	19,000
Memphis	1	177,000	49,300
Milwaukee	1	327,000	146,000
New Haven	1	557,000	95,500
New York	7	3,597,000*	1,555,000
Norfolk	1	196,000	27,900
Philadelphia	3	1,184,000*	565,000
Pittsburgh	1	742,000*	133,000
Providence	1	1,011,000*	79,000
Richmond	1	130,000*	39,900
Rochester	1	208,000*	48,600
Schenectady	1	258,000*	99,500
St. Louis	1	474,000	166,000
Syracuse	2	199,000*	63,300
Toledo	1	241,000*	53,000
Utica	1	127,000*	22,100
Washington	4	691,000*	161,000
Wilmington	1	183,000*	40,800
Total Interconnected	**59**		**5,863,800**

Non-Interconnected Cities

Albuquerque	1	22,000	4,600
Ames (Des Moines)	1	126,000	14,300
Atlanta	2	233,000	57,600
Binghamton	1	131,000*	19,000
Birmingham	2	196,000	18,400
Bloomington	1	104,000*	8,000
Charlotte	1	171,000	22,200
Dallas	2	277,000*	39,600
Fort Worth	1	269,000*	31,400
Davenp't-Rock Island	2	133,000	18,400
Greensboro	1	165,000	19,500
Houston	1	217,000	37,200
Huntington	1	132,000	20,100
Indianapolis	1	281,000*	63,300
Jacksonville	1	94,000	15,000
Kansas City	1	275,000	50,500
Los Angeles	7	1,372,000	638,000
Louisville	2	188,000	46,500
Miami	1	117,000	33,900
Minneapolis-St. Paul	2	333,000	121,000
Nashville	—(a)	151,000	2,000
New Orleans	1	225,000	34,300
Oklahoma City	1	138,000	42,300
Omaha	2	132,000	29,800
Phoenix	1	49,000	16,100
Salt Lake City	2	93,000	25,300
San Antonio	2	130,000	25,200
San Diego	1	113,000	55,000
San Francisco	3	825,000	85,300
Seattle	1	307,000	37,800
Tulsa	1	125,000	34,300
Total Non-Interconnected	**47**		**1,665,900**
Total Interconnected and Non-Interconnected	**106**		**7,529,700**

(a) WSM-TV, Nashville, is due to begin regular commercial operation Sept. 30.

* Family figures are based on estimates of 1948 population. Note that following coverages (hence total families) overlap: Bloomington-Indianapolis; Grand Rapids-Lansing-Kalamazoo; Detroit-Lansing; Detroit-Toledo; Syracuse - Rochester - Utica - Binghamton; Binghamton-Utica; Philadelphia-Wilmington; Rochester-Syracuse-Schenectady-Utica; Pittsburgh-Johnstown; New York-Philadelphia; Boston-Providence; Buffalo-Rochester; Cincinnati-Columbus-Dayton; Washington-Baltimore; Lancaster-Baltimore; Dallas-Fort Worth.

Note: Huntington joined interconnected networks Sept. 3. Following cities will be interconnected Sept. 30: Ames (Des Moines), Atlanta, Birmingham, Bloomington, Charlotte, Davenport-Rock Island, Greensboro, Indianapolis, Jacksonville, Kansas City, Louisville, Minneapolis-St. Paul, Nashville, Omaha.

Telecasting Notes: Last of the pre-freeze CP holders to go on air, Nashville's WSM-TV definitely starts scheduled operation Sept. 30 but is postponing formal opening until later; management reports it expects 8500 sets-in-use by Sept. 30 . . . **KOAM, Pittsburg, Kan.** filed application this week for Channel 7 (for details, see TV Addenda 11-K herewith) . . . **Havana's Union Radio** (Vol. 6:30, 32) begins regular transmissions Oct. 1, and on Oct. 6 will telecast Havana baseball games; it's Cuba's first TV outlet, but Goar Mestre's **Circuito CMQ** (Vol. 6:17, 28, 29) has started closed-circuit tests of RCA transmitter now going into new building under construction. It will be represented in New York by Irving Later, Warwick Hotel. Union Radio director Gasper Pumarejo flew 14 staffers to New York this week for inspections of TV operations, and they were tendered luncheon at Savoy Plaza by RCA International . . . According to *Havana Diaro de la Marina*, **Radio Havana Cuba** (CMCY) will have its TV station on air by January, and **Radio Progresso** (CMBC) is negotiating for TV . . . **Recent TV rate increases** (Vol. 6:34, et seq) have played such hob with his ad budget that Lorillard ad manager Alden James in Sept. 15 *Tide Magazine* states he will need 30% more in 1951 budget to keep same network shows he now has on air: Old Gold *Amateur Hour*, NBC-TV; Old Gold *Stop the Music*, ABC-TV; Embassy Cigarettes *The Web*, CBS-TV . . . **Tulsa's KOTV**, operating 6-10:30 p.m. daily, starts telecast day at 2:30 from Oct. 2, stays on until 12:30 midnight . . . TV station **WTVJ, Miami**, operating noon-to-midnight, and daytime AM station WBRD, Ft. Lauderdale, on air sunrise to sunset, have reciprocal-plug deal whereby former runs slide cards and audio copy just before sign-off to remind viewers to tune to WBRD for early-morning radio, and WBRD plugs nightly TV lineups at 5:15 and just before early-evening sign-off . . . CBS-TV has taken 5-year lease on Loew's **Lincoln Square Theatre**, Broadway between 66th & 67th, fourth such acquisition in last 3 months; seating 750, it will be known as CBS-TV Studio 60 . . . *Voice of Firestone* simulcast will have distinction of being first show from New York's 3000-seat Center Theater Sept. 25 when it's dedicated as an NBC-TV studio . . . KTTV's Nassour Studios in Hollywood (Vol. 6:10, 20, 29) now being used for regular motion picture production as well as TV films, with Melvin Bassett named to handle movie business . . . **More rate increases: KEYL, San Antonio**, from $250 to $312.50 per hour, from $35 to $45 per 1-min. announcement; **WHBF-TV, Rock Island**, $200 to $250 and $20 to $35; **WHIO-TV, Dayton**, $300 to $400 and $40 to $50 . . . In obvious reprisal for labor difficulties that began last April, KSTP & KSTP-TV, St. Paul, would have its licenses revoked if bill (H. J. Res. 543) introduced Sept. 19 by Congressman Roy W. Wier, Minnesota Farmer-Laborite, is taken seriously.

Among 36 new NAB members picked up during past few weeks, 4 are TV stations: KING-TV, Seattle; WNAC-TV, Boston; WOR-TV, New York; KPIX, San Francisco. This brings to 39 association's TV members. Among major radio stations affiliating with NAB recently are 50-kw KABC, San Antonio, and WFAA, Dallas.

Do's and dont's for political candidates in forthcoming elections are listed in 18-p. *How to Use Radio & Television* distributed by Democratic National Committee.

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September 16, 1950

FIRST CONTROLS ON RAW MATERIALS: Regulation No. 1 of Maj. Gen. Wm. H. Harrison's National Production Authority, effective Sept. 18, lists 31 raw materials in short supply -- and these are the ones essential to electronics placed on critical list: aluminum, copper, lumber, nickel, soda ash, steel, tin, tungsten. Copper is considered most critical, tin also serious.

Regulation asks manufacturers to keep supplies to "practicable minimum working inventory," calls for voluntary cooperation, but prescribes stiff penalties. The order is aimed at hoarding, though it doesn't spell out exactly what constitutes base supplies. It's believed most controls will be made mandatory sooner or later -- after November elections. Amounts used by electronics industry as whole, TV-radio in particular, are hard to determine for neither Govt. nor RTMA has any estimates.

The 1947 Census of Manufacturers showed 97,382 tons of steel, 27,440,000 lbs. copper (not counting that used in circuit wiring), and 9,922,000 lbs. aluminum used by radio industry, which that year made 17,517,107 radios, only 178,571 TVs. Last November, speaking before American Institute of Banking, then estimating 1950 TV production at 3,100,000 sets (it should go to 6,000,000), RCA's Joseph B. Elliott said TV sets alone would require 100,000 tons of steel, 47,500,000 lbs. copper, 40,000,000 lbs. aluminum, 83,000,000 lbs. glass, 103,000,000 board-ft. wood (Vol.5:47).

Text of NPA Regulation No. 1 on Inventory Control (NPA 7004) may be obtained from Dept. of Commerce, Washington, or its branch offices.

BRACKETS' DEADLINE CAN'T BE MET: "Bracket standards" sets will not be made by FCC's zero hour, which is Nov. 10 or few days thereafter.

Manufacturers can't physically do it, whether they want to or not -- and most don't, judging from answers to questions put to set makers representing great preponderance of production.

Does that mean CBS color system will be authorized forthwith, as threatened in FCC report? Or will Commission take production factors, along with shortages and military procurement, into account -- now?

Those factors were known when FCC issued its Sept. 1 ultimatum (Vol. 6:35-36), so it's questionable whether they'll mean anything to Commission on Sept. 29, when manufacturers' answers are due.

Nov. 10 deadline date, unless FCC relents, is arrived at thus: Commission stated (Public Notice No. 50-1065) manufacturers must promise by Sept. 29 to "build all their TV receivers" with bracket standards 30 days after publication of order in Federal Register. Presumably, FCC would adopt order without much delay after Sept. 29. It usually takes about 10 days more for publication.

Hell bent for color-in-a-hurry, FCC may be surprised at manufacturers' responses. Commission seemed sure set makers would try to buy time to give compatibility another chance. Simple facts of production, cited by manufacturers, even the few inclined towards CBS, were unknown or ignored by the Commission.

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Another thing quite clear now, too: RTMA will recommend nothing to its members, except that they make up own minds, individually. Association has no intention of giving slightest grounds for anti-trust action.

Sept. 14 meeting of RTMA Television Committee in New York's Hotel Roosevelt

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amounted to nothing more than lengthy expressions of legal opinions whether group should even discuss FCC's proposals. Very good guess is that RTMA board, after Sept. 20 meeting, will simply tell members and FCC it couldn't discuss matter.

Actually, only a fraction of TV production was represented at meeting. Biggest producers, as well as most small outfits, simply stayed away -- most notably RCA, Philco and Admiral (latter a non-member). Only about 10 or 15 companies were represented at meeting, many with their lawyers.

Anti-trust or no anti-trust, manufacturers can't help saying FCC's November deadline is out of question.

Besides passive "we can't do that" attitude of some set makers, there are those who indicate they will fight FCC's color dictate with everything they have. They aren't admitting FCC authority, direct or indirect. Listen to these:

* * * *

"We're not going to take this lying down. We'll go to the courts and the public, if necessary. We're not going to crawl. The decision was brutal, unjust, unfair, nowhere in the public interest. Its major aspect, to our mind, seems to be a determination to deteriorate television, and if you read Comr. Jones' statement he gives the manufacturers no credit whatsoever for developing this industry to such a high plane in these few postwar years."

"The Commission is moving in not only on the telecaster but on the manufacturer. It doesn't dare tell telecasters they must cut off black-and-white, and of course it has no authority over manufacturers."

"Bracket standards are a physical impossibility. We have no room for additional components in our sets. It would take longer to build such sets than it takes to design for a new line. The FCC studies this thing for years and expects us to change our plans in weeks. Such sets could be built eventually, sure, if you ignore costs. But they make the pictures no damn good!"

"If we put every resource into the design of bracket sets, even to taking our important men off vital govt. work, we couldn't possibly meet the Commission's schedule. A good majority of the sets now in the field can't be adapted without bringing them back to the factory, practically for rebuilding. Crating and shipping, alone, would be very costly. Some models can be adapted, some can't. But if you start servicemen fooling around with circuits, this thing can really become a mess."

"It would take a year just to get started, if we had to turn out bracket sets. It's a practical impossibility to turn them out in a month or two, even if we wanted to, which we don't. It's a crazy, amateurish idea."

"We'd go along with FCC if we could. We can assume it is doing what it considers best for the public. But with the shortage of components, it's impossible."

"This is a brass knuckles tactic. The FCC is trying to pull the rug out from under our industry. They can't get away with it, even though they may succeed in confusing the public to point where it might stop buying sets."

Even Zenith, often industry maverick, doesn't go along with bracket idea.

* * * *

Meeting FCC "half way" was suggested by one big manufacturer. He said he was considering, if it's practical, offering standard black-and-white sets so designed that an optional adapter could be purchased simultaneously or later and plugged in. But he agreed this neither complied with FCC proposal nor made it possible to adapt existing sets. "Anyway," he said, "all our engineering time is being spent on govt. contracts. All we could spare are production men."

Underwriters Laboratories approval of adapters for existing sets, without which they couldn't be sold in many cities, is considered unlikely by many manufacturers. UL engineers say they can't tell whether they'll approve or not until actual adapters are submitted.

Question of field testing, which FCC emphasized when considering color systems in its report, seems to have been forgotten in bracket standards proposal. Many manufacturers say they simply wouldn't sell such sets without normal field testing, which sometimes takes months.

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Bracket standards are technically feasible -- there seems to be little question about that, given time for development and production. But, aside from costs, engineers seriously question whether FCC's objectives in proposing them are worthwhile. Commission's purpose, of course, is twofold:

(1) That long-persistent phosphors may some day come along, permit reduction of CBS field rate from 144, allow more horizontal resolution.

(2) That horizontal interlace may work out with CBS system, also allow more horizontal resolution. In that event, however, it would be desirable to balance picture by increasing vertical lines from 405.

Engineers say phosphors just don't behave that way without producing smear. Furthermore, transmission of lower field rate would immediately obsolete tubes in existing color sets; they'd flicker like mad. And horizontal interlace must yet be demonstrated on the air.

FCC has never seen a bracket standards set. Its own lab has neither built one, nor studied problems. There's good reason to believe this matter has some commissioners plenty worried, for while case is supposed to rest on record, bracket standards aren't in the record. Said one pro-CBS staffman: "If the manufacturers come up with a hard luck story, we'll have to see what we can do in the laboratory. It's true bracket standards aren't in the record."

* * * *

CBS meanwhile is laying plans. President Stanton has already said he'd be on air with color 20 hours weekly, 30 days after final FCC approval. On Sept. 18, its WCBS-TV starts 10-11 a.m. daily color test pattern "at the request of TV set manufacturers." CBS has written RCA to demand tri-color tube, and is testing Lawrence tri-color tube with its system (Vol. 6:36).

As for telecasting, CBS says industrial color equipment being made by Remington Rand (Vol. 6:33) can be used by stations without any trouble. Dr. Goldmark (made v.p. this week) went on radio Sept. 14 to make color pitch, emphasis being that FCC had given CBS system "unqualified approval." CBS says it has no plans for manufacturing either station equipment or receivers.

CBS has no qualms about patents. Told that manufacturers claim they can build field-sequential sets without touching CBS patents, v.p. Adrian Murphy said, "Tell them to look at the patents again." List of CBS licensees still totals the 3 dating from 1946-47, plus Remington Rand. Westinghouse and Bendix are licensed to make studio equipment and sets; Federal, studio equipment only.

* * * *

FCC members are relaxing, or making speeches, waiting for manufacturers' responses. At this writing, all Commission had received was letter from Philco's David Smith asking for clarification, and a sizzling missive from Sightmaster's Michael Kaplan, as president of Television Mfrs. Assn., group of small set makers.

Smith wanted to make sure FCC wants sets providing whole range between brackets, rather than sets capable of receiving 2 fixed standards -- present monochrome and monochrome from CBS color. He also said he wasn't sure what wave form is required, pointing out that CBS employs something different from that indicated in FCC report. Then he wondered whether FCC wants a change in hum tolerance, 5% in present standards, since CBS system is non-synchronous with power supply. He also asked: Does FCC intend there be "color indexing pulse" to permit automatic synchronization of color discs?

Kaplan wrote Chairman Coy: "A compatible, practical color system is possible if given time to develop. We believe [the] report will cause many misconceptions in the public's mind and the manufacturer will be made the whipping boy...

"Are we expected to deliver with each color conversion a (1) TV engineer, (2) lawyer, (3) pair of magnifying glasses, (4) prayer? Or, if the customer should insist on a 16-in. or 19-in. color picture, must we tell the consumer to rent another room...or build another unit to his home to house such a rhubarb?"

Not many letters have been received from public, only 40-50, quite a few forwarded by Congressmen. We saw none favoring color report. Several start out:

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"We just bought a set for [$200-$600] and you intend to make it obsolete..." Some obviously misunderstood report, expect present sets to become useless within month.

* * * *

Scientists of electronics industry, exasperated by FCC's technical conclusions, angered particularly by Comr. Jones' serious charges against them, haven't made public protests yet. But some of them are boiling.

With neither patent nor manufacturing stake in decision, one truly eminent engineer told us: "The report's preoccupation with that 1/11,000,000th of a second is one of the most ridiculous things I've ever read. It may sound impressive to a layman, but it is utterly without significance in television."

Another in similar position to be impartial: "Today's television operates beautifully with tolerances of 1/4,000,000th of a second. Surely, an increase of 3-to-1 shouldn't frighten anyone."

But RCA never had a look-in, states key FCC executive -- particularly in view of dichroic-mirror sets it placed in commissioners' homes. Nor is there any disposition to treat seriously RCA's claims for tri-color tube and improvements since initial sets were put together. RCA itself is still saying nothing, but it's good guess it will go to court to fight decision.

* * * *

Comr. Coy continued vacation all this week on Cape Cod. Since he's regarded as dominant figure on FCC and quite articulate (though Jones has taken leadership in color issue), lots of interest will attach to his Sept. 25 speech, probably on color, before National Electronics Conference in Edgewater Beach Hotel, Chicago.

Comr. Sterling spoke Sept. 15 before Pacific IRE convention, steered clear of controversy, but did say: "Expert testimony, to be valuable to the Commission, must not only be theory but backed by practical field testing."

Same day, Comr. Hennock spoke to National Assn. of Women Lawyers, declaimed on glories of color, but added: "As I stated in my separate views to the report, I sincerely believe that, if necessary, steps should be taken by the FCC to insure that present set owners will continue for a reasonable period to receive fine programs at all hours."

* * * *

What if CBS is adopted? Here are some industry speculations:

There's little question that CBS will be only one to telecast color for long while unless FCC forces stations into it. And although commissioners say they haven't considered force (color as requirement of license), they undoubtedly will.

Equipment will be slow in coming, even though Remington Rand is presumably in production. If (as usual) stations are afraid to contest FCC, they will undoubtedly plead for more time. Maybe FCC will try to pressure networks to put on color. In that case, color equipment would be necessary only at origination points. Of course, not all stations are on networks yet.

If CBS makes real effort to transmit color with good programs, during valuable hours, can its zeal outlast its pocketbook? Who would sponsor during long period of "circulation building"? Could CBS carry load itself?

Who will build color sets? Some manufacturers have already said they will. But there will be mere trickle for months, if not years, particularly because of war and shortages. Who'll buy them? Some people will, certainly. But how much more will people pay for a 7, 10 or 12½-in. color picture than they will for 16, 17 or 19-in. black-and-white?

Suppose adapters can be made for some sets, or bracket sets are finally built, to get black-and-white from CBS color. They'll produce some of the poorest pictures yet seen. Coaxial and kinescope degradation of present black-and-white is bad enough. What will 100-line monochrome look like?

Imagine reaction of public when it turns on present sets, during color transmissions, gets no picture at all. They're bound to protest.

FCC's equanimity in its report, wherein it ignored or dismissed these prospects, seems destined for rough going.

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EXPANDING SPONSORSHIPS AND HOOKUPS: Adding up to fantastic progress -- far out of proportion to the mere 106 stations now operating in 61 markets -- are these vital facts about the current telecasting picture:

(a) Superb new fall-winter program schedules, already under way, assure top entertainment on regular basis -- with football and World Series lending spice to intense popular interest in TV. In lists of Network TV Sponsorships published as pages 7 & 8 herewith, you will find 186 sponsors using more than 100 hours per week of regularly scheduled programs -- not including oddments such as football, other sports. CBS list has 69 sponsors using approximately 32 regularly scheduled hours, NBC 65 sponsors buying about 38, ABC 40 buying about 21, DuMont 15 buying about 14. These are bookings as of Sept. 15 -- with more to come as season progresses.

That means heavy options on station time for network (usually best) programs; problem facing networks isn't one of selling shows, or even producing good programs, but rather the clearance of time on limited number of stations. Compare foregoing total of network sponsorships with the 85 buyers of some 45 hours on the 4 networks in lists we published just about this same time last year (Vol. 5:38).

Sets-in-use total very close to 7,500,000 as of Sept. 1, 1950 -- an amazing growth since the 2,310,000 counted as of Sept. 1, 1949 (Vol. 5:39). Figure is practically certain to reach 10,000,000 by year's end. And networks and 106 stations (soon 107) are certain to do predicted $75,000,000 gross volume, possibly closer to $100,000,000 (Vol. 6:21) -- as against $33,800,000 last year, and compared with radio broadcasting's probable 1950 repetition (via 4 networks and more than 2000 stations) of last year's record $426,000,000.

(b) As of Sept. 15, Los Angeles-San Francisco microwave relay went into service, providing intercity service for first time, first segment of eventual Pacific Coast network -- though hookup into East-Midwest networks for transcontinental service is still several years off. On top of this --

Fourteen more TV cities will get network service as of end of this month -- Sept. 30 -- via coaxial and/or microwave relays added to the 33 markets already linked (Vol. 6:31). AT&T is hooking up Greensboro, Charlotte, Jacksonville, Atlanta, Birmingham, Davenport-Rock Island, Des Moines (Ames), Omaha, Kansas City, Minneapolis-St. Paul, Indianapolis, Louisville. In addition, private relays will link Nashville via Louisville, Bloomington, Ind. via Cincinnati.

New York-Washington connection gets added microwave circuits Sept. 18, one in each direction -- making 5 southbound, 2 northbound. As of Sept. 30, present single Washington-Richmond coaxial circuit will get 2 more southbound.

Personal Notes: **Dr. Peter C. Goldmark**, CBS color inventor and laboratory director, promoted to v.p. in charge of engineering research & development . . . **Dr. Vladimir K. Zworykin**, RCA scientist and developer of the iconoscope, awarded 1951 IRE Medal of Honor . . . **Dr. E. W. Engstrom** and **Dr. George Brown**, of RCA Princeton Laboratories, due back from Europe next week . . . **John W. Elwood**, since 1942 mgr. of NBC's KNBC, San Francisco, retires from NBC as of Oct. 1 . . . **Ole Morby**, asst. gen. sales mgr. of CBS Pacific Network, promoted to San Francisco sales director . . . **U. A. (Jake) Latham** promoted from sales mgr. to gen. mgr. of WKRC-TV, Cincinnati, **Hulbert Taft Jr.** continuing as executive v.p.; **Roderick Mitchell**, ex-WCBS-TV, New York, named program director, succeeding **Richard Van Albrecht**, who is joining WGN-TV, Chicago . . . **Easton C. Woolley** resigns as NBC station relations director as of Nov. 1 to become executive v.p. of Sidney Fox stations KDYL & KDYL-TV, Salt Lake City . . . **Eldon Hazard** new asst. sales mgr. of CBS network sales under **John J. Karol** . . . **Edward G. Murray**, ex-Monogram Pictures, named film buyer for WPTZ, Philadelphia . . . **Melvin E. Drake**, ex-mgr. of WDGY, Minneapolis, named NAB director of station relations, succeeding late B. Walter Huffington.

Zenith's Phonevision tests are still scheduled for Oct. 1 start, but no announcement has yet been made about promised first-run feature films. This week, FCC gave Zenith permission to use 5 kw in Chicago experiment, though it had previously limited power to 1 kw (Vol. 6:13). Last week, installations of Phonevision receivers were completed in more than 150 of the 300 test homes. John Howland, Zenith president McDonald's aide in developing and promoting pay-as-you-look system, has resigned.

DuMont has asked FCC to straighten out "cable" allocation for the 4 TV networks. In letter to Commission, DuMont Network points out impasse has been reached among networks (Vol. 6:34), asks FCC to tell AT&T what to do. Main bone of contention is DuMont's fear AT&T will favor networks with heavy commercial commitments, rather than treat all alike.

While the supply lasts, TELEVISION DIGEST'S 24-page printed copies of FCC's Sept. 1 *Report on Color Television Issues* are available to subscribers at $2 each. Single copies were supplied all subscribers with Newsletter of Sept. 2 (Vol. 6:35).

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MARTIN CODEL'S
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Television Digest

WITH AM FM REPORTS

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September 9, 1950

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NEXT STEP TOWARD ENDING FREEZE: Good guess is that Oct. 2 general issues hearing -- the next step, after color, toward ending 2-year-old TV freeze -- will take at least 20 hearing days. Thus, if Commission (en banc) sits 5 days a week, testimony about vhf-uhf propagation, transmission standards, stratovision, polycasting, educational TV, etc. will certainly run through October. If FCC sits only 2 or 3 days a week, much more likely in view of log-jam created by its long color deliberations, it will be much longer before industry goes into final rounds -- hearings on particular channel assignments. Last phase could take 60 hearing days or more.

So actual end of freeze by next May, taking into account time required for final FCC decisions, is still not too far fetched. Before then, we should know whether war procurement will interfere with availability of telecast equipment.

FCC order calling Oct. 2 hearing, with list of witnesses and gists of comments already filed, is published this week as Supplement No. 70, and sent herewith to all full-service subscribers. Any possibility hearings may be shortened rests on hope some of the 58 appearances, 86 oppositions will choose to stand on written comments and oppositions. Witness list was closed last April 7 (Vol. 6:14).

COLOR EDICT HAS INDUSTRY IN DITHER: Flabbergasted manufacturers and telecasters, after week of study, say they simply don't know yet what they're going to do about FCC's color report (Vol. 6:35).

FCC's harsh alternative -- make the kind of sets we want, or else -- hasn't yet been accepted by any set maker. And telecasters, utterly without leadership, have finally taken their noses out of their monitors and found something extremely disturbing staring them smack in the face.

We've contacted at least a score of manufacturers, and they had plenty to say -- in shocked and sometimes bitter language. As things stand now:

(1) All are exploring feasibility and costs of building "bracket standards" sets -- FCC's technique for making CBS's incompatible system compatible with sets to come (see "What Would 'Bracket Standards' Cost?" on p. 4-5).

(2) Pooling of ideas comes at RTMA's TV Committee meeting Sept. 14 in New York's Hotel Roosevelt. Whole board will then mull problem at Sept. 18-20 meeting.

(3) All ears are cocked to RCA. Since it is both a proponent of a compatible system and one of the 3 largest set manufacturers, it may sway whole industry.

* * * *

Commission apparently has industry over a barrel, manufacturers and telecasters alike. Thorough exploration of FCC report and its genesis leaves firm impression that it means neither more nor less than it says -- despite speculation (1) that FCC is merely "mousetrapping" manufacturers, and intends to adopt CBS system willy nilly, or (2) that FCC expects CBS's incompatible system may be killed off during next 3 months by the emergence of something better -- or by the exigencies of defense mobilization.

FCC attitude amounts simply to this: Color is an imperative, must be authorized right away regardless of any other considerations. CBS system is best in sight "on the record". If any compatible system has developed more promise since record closed, FCC is willing to be shown. But manufacturers meanwhile must "buy" time for

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CBS standards while FCC looks over new techniques. Time may be "bought" through construction of bracket standards sets compatible with CBS system.

Nobody seems to be pleased, except CBS and the hard core of FCC personnel which has openly plumped for CBS system from the start. Telecasters and merchandisers are particularly disturbed, fearful lest edict put brake on progress of the flourishing "circulation" that is currently making TV, with only 106 stations covering 61 areas, one of the aces of the American economy.

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Off-the-record and on-the-record reactions of manufacturers run gamut -- but one strain is consistent: They don't like FCC edict, not only because it would upset production lines and raise prices but because it would virtually force them to market something they don't believe in. Few want to be quoted as yet, for the same fear of FCC that pervades broadcasters is beginning to permeate manufacturers -- over whom, by indirection, FCC is extending its power of life and death.

Lawyers are probing appeal possibilities, but FCC is an administrative agency -- and appeal prospects, except to public opinion, are admittedly slim.

"It's screwy," said one of the most important manufacturers. "But we must assume FCC intends to make it stick. So I'm having my laboratories thoroughly explore the problems." That same idea was expressed by others, but following quotes may be symptomatic:

"I'm certainly not going to make any such sets. Let them adopt CBS system. Who the hell are they to tell me what to make? They pushed FM; where did it get?"

"I'm shocked beyond words, but you can be sure we'll come up fighting. If we accept the report word by word, it poses an impossible job. The FCC has overlooked the 7-8 million sets in the field. It was the duty of the Commission to consider the military situation, which has been clearly indicated -- even if big orders haven't actually been placed with us yet."

Said William Mara, Bendix: "It is simply not practical, particularly at this time, for manufacturers to undertake the installation of additional complex devices into TV sets...Frankly, the FCC's decision caught us and, I believe, most of the industry, flat-footed. While we did not endorse any of the various systems...we felt that solely on the basis of compatibility the RCA system would be adopted."

A few makers issued milder statements, tending to accept FCC verdict.

Said Leonard Ashbach, Wilcox-Gay-Majestic: "We will abide by any decision laid down by the FCC on color TV, right or wrong, and will be willing to manufacture color TV receivers after the FCC has rendered its final decision...Color TV will be more expensive to buy, but if the public wants it, they will pay for it."

John Meck: "We have full confidence that the FCC's decision is based on its judgment of what will be best for the future of TV and good for the nation. We must await clarification of the ruling before we can predict what effect it will have on our own manufacturing operations."

As for RCA, it's maintaining utter silence, but must state attitude soon.

* * * *

Sale of sets over nation as whole seems to have been little affected. None except a few telecasters reported drastic dropoffs. No manufacturer-distributor complaints about sales were heard. Even in Washington, right next to all the noise, sales are continuing at hot clip as powerhouse of fall program fare is turned on, with new premieres weekly.

There are those who think nothing can really stop sales, or even slow them down much -- not until existing sets can't receive anything. There's also admitted fact that most of today's sets are in hands of low-income families, so that forcing them to add adapter (at a cost) will work hardship on many. Nobody places much faith in converters, inevitably expensive, extremely awkward, and initial sales of color sets when they're ready are expected to be slow in view of their higher cost.

* * * *

The truly forgotten man, the telecaster, who wasn't represented as such at FCC hearings, is beginning to awaken -- though some are perfectly willing to let NBC

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and CBS do their master-minding. None of them, of course, would permit his name to be used, though they spoke freely off-the-record.

One very rugged individualist said he's really scared, reported dealers and distributors "went crazy" as customers canceled orders or stayed out of stores immediately after Sept. 1 report. He guessed that adding color to his station could cost $250,000 -- for new equipment, new props, expert manpower.

Another said: "It stopped the sale of sets cold. It's the worst thing that could have happened to TV. I expected to break even in January. I don't know whether I can afford to start from scratch again. I have canceled orders for $55,000 worth of equipment, for if the FCC says sets must have bracket standards I guess I should insist my station equipment has to have it too. There's a contractor in my office now, with bills for the $100,000 addition I've just put on my station. When the 40,000 set owners here find they've got to spend more money, their voices will be awfully loud."

"I'll probably lose my license if you quote me," said another. "I think manufacturers must say they'll build bracket standards to give compatibility another chance. I'm sure the RCA system will be chosen in the end. I wouldn't take the campaign to Congress or the public yet. The fuss would probably stop set purchases."

Still another: "It would take us 1½ years to get on the air with color; we haven't really made black-and-white work right yet."

Others don't seem too troubled:

"There hasn't been much public reaction here. War production will cut black-and-white sets, let alone color. Maybe I'm living in my own atomic shelter, but I'm not worried."

"We'll be right there on top with any system the FCC finally adopts. It's too early to judge. Public here hasn't been affected at all. The headlines read 'Color Decision Deferred'."

He may have hit on one reason for varied reactions. Way newspapers handled story probably had powerful effect on public.

Time Magazine (Sept. 11) characterized the report thus: "Like many FCC decisions, it proved an enigma wrapped in federalese and tied with red tape."

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Senator Johnson's reaction, inserted in Congressional Record, was that the report "reflects much credit" on FCC. He noted: "Decision was as good a one as could be made now under all the circumstances...Commission wisely has not closed the door to possible basic improvements in color TV now...If [new developments] are only half as good as some of the claims being made for them, the American people are going to have superb color TV."

Deliberations of FCC leading up to report, as we glean them, indicated that at one time multiple standards were in the works, but Condon Report (Vol. 6:28), otherwise ignored, had much to do with killing off that prospect.

Reason CBS wasn't picked finally now, as proposed by Jones and Hyde, was that Hennock, Sterling and Webster wouldn't take it without giving compatibility another -- and probably last -- chance.

Senator Johnson's "don't delay" letter (Vol. 6:32) is credited with knocking some hesitant members into color-in-a-hurry camp.

"Gimmick" to pressure set makers, by threat of adopting CBS color forthwith if they don't come across within month with promises to produce bracket standards sets, was inserted only last 3 days before report was issued. Chairman Coy and counsel Plotkin were germinators of that idea. Up to 3 days before report, decision aimed simply at picking CBS.

Limitation on CBS picture size worried Coy as much as anyone. He's anxious to see CBS work with tri-color tube. Report, of course, is non-committal about quality of RCA's tube, but promises to "give CBS every assistance possible in securing the use of tubes..." (paragraph 155).

Paramount is lending CBS its Lawrence tri-color tube (Vol. 6:30-32). Para-

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mount's Paul Raibourn told us, "CBS asked us if we'd cooperate and we told them of course." Paramount this week was to get delivery from Machlett of third model, and several more are due soon. Raibourn says each gets better, revealed 2 manufacturers have asked for rights to make them.

Incidentally, CBS patents are casually dismissed by number of big manufacturers, who insist they won't pay another royalty -- and they term as "poppycock" newspaper reports of "$150,000,000 prize" in future royalties involved in color case. Engineers of number of companies say there are many ways of getting around CBS patents, which probably presages lengthy litigation on that score.

A tactical error on RCA's part was placing its cumbersome dichroic-mirror sets in homes of commissioners. Some never really worked. Even Comr. Sterling, an engineer, is said to have complained that he couldn't get his to work and that his wife threatened to throw him out along with the set since it took up so much room. RCA's latest sets, with tri-color tubes, might have done RCA a lot of good -- a few months ago.

* * * *

FCC report poses chain of serious questions troubling entire industry:

Is it move by FCC to regulate manufacturing, as it does broadcasting? Does its squeeze-play technique herald an era of bad feeling between Govt. and industry, with public the inevitable loser? Will FCC attempt to "order" uhf adaptation and conversion, for example?

Will FCC try to use big stick, too, to "force" suppression of oscillator radiation, admittedly a real and, unlike color, an immediate and critical problem?

Will FCC force telecasters to put on CBS color? During its deliberations, that wasn't dwelt on much. It's altogether conceivable Commission will require specified amount of colorcasting as condition of license, and it's certain that it will exact promises of color schedules from post-freeze applicants.

It's bruited that Comr. Jones' next campaign will be FM -- possibly effort to "force" public and industry to FM by decreeing an end to AM at a certain time.

Almost contemptuous attitude towards industry's executives and scientists is obvious among some commissioners and staff members. "They have to be whipped into line," is way one commissioner bluntly puts it.

* * *

WHAT WOULD 'BRACKET STANDARDS' COST? TV receiver manufacturers aren't yet saying whether they will make FCC-demanded "bracket standards" sets, but they're nevertheless feverishly figuring how and when they could produce them -- and at what cost. They're also contemplating effect upon buying public, let alone some 10,000,000 set owners who would have to adapt their sets just to get black-and-white as and when CBS-standard colorcasts are on the air.

Early estimates put extra cost to consumer at $30 to $100 per set. Most common figures are $50-$75. And estimates of time for conversion of production lines to new sets range from 60 days to 6 months. Here are some of problems involved:

(1) Figures on adaptation introduced during FCC hearing are no longer directly applicable, since FCC is asking for something more than a set which merely receives 2 specific standards (525 lines, 60 fields and 405 lines, 144 fields). It wants sets capable of handling whole gamut of combinations possible within line frequencies 15,000-32,000 and field frequency 50-150. Manufacturers say this is far more difficult and expensive trick than former.

(2) Early receivers, such as those FCC and CBS adapted, had wide tolerances and reserve power. Today's models generally have little leeway from present standards. They may take extensive redesign and procurement of new line of components, such as yokes, tubes, etc. For example, bracket standards with 70-degree deflection picture tubes appear tougher to achieve than with 50-degree.

(3) Protection of existing set owners is extremely important to every set maker with a brand name to maintain. Adapters for outstanding sets could run into such costs that customers may vent spleen on everyone in sight -- manufacturers and dealers as well as FCC.

For dual-standard adaptation, of kind considered during hearing, here are

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September 2, 1950

As a special service to all subscribers, Television Digest is enclosing herewith a printed copy of FCC's "Report on Color Television Issues," including the separate opinions of Comrs. Hennock, Hyde and Jones, omitting only the appendices listing witnesses and exhibits and the 80-page Annex to Comr. Jones' "dissent in part." Published also—on page 24 of this Special Color Report—is text of proposed rule on suggested "bracket standards" under which TV manufacturers would build sets capable of receiving not only present monochrome but also black-and-white from CBS color transmissions. We are especially indebted to the Law Reporter Printing Co. and its staff for foregoing part of the holiday weekend to enable us to publish these long texts, made available late Friday, in time to have them in the mails to our subscribers the following day. Extra copies are available to subscribers at $2 each.

FCC PICKS CBS COLOR SYSTEM—UNLESS: FCC stopped just short of giving CBS the color decision this week. It virtually tossed out RCA and CTI, though gave them and other claimants one last chance by making no final decision as yet.

Placing small store by compatibility, apparently willing to kiss off 1950's 10,000,000 set owners, it told a stunned industry to produce and demonstrate a system superior to CBS's -- within 3 months -- or else it would wrap up final decision and hand it to CBS. And it was quite clear from context of its Sept. 1 "first report" that it really doubts industry can do it.

FCC threw an ingenious gimmick into its report. Having no direct jurisdiction over TV manufacturers, it threatened to adopt CBS system even sooner -- within a month -- unless receiver manufacturers promised to start building sets capable of receiving CBS system in monochrome (i.e., compatible with CBS) as well as present black-and-white signals. It is asking manufacturers to report on their intentions.

This squeeze play on manufacturers, plus whole tenor of report, clearly shows FCC harbors violent distrust of industry's judgment and testimony. Said Commission of industry testimony: "We cannot overlook the fact that many of these same parties offered recommendations and expert opinions of the same kind as the basis of their advocacy in the 1946-1947 hearing of the simultaneous system -- a system which never survived field testing."

In view of manifest attitude toward the set makers, it's a wonder that FCC is asking for any sort of promises from industry.

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But FCC hasn't given color TV to the country -- yet. Nowhere in its lengthy and intricate report does it tell how CBS system, if finally chosen, will be made to work -- whether thought is to force telecasters, in future rules, to transmit incompatible color all or part time and thus start tortuous task of building up audiences all over again.

Thoroughly wedded to urgency of color, FCC states: "We believe that an informed public would demand receivers that are capable of getting programs from all TV stations in the area and that the manufacturers would build such receivers."

Nor does FCC reckon with mobilization. It's common knowledge whole electronics industry is preparing to shift brains and brawn to military production, will soon face reduced civilian output, must soon consider cutting frills and furbelows from TV-radio lines that will inevitably be limited by military priorities on materials and manpower.

Stepup of war production could render whole color issue academic.

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Color report was released 3 p.m. Friday, after rumors had ricocheted around country all week, pushing CBS stock up from 28½ on Monday (Aug. 28) to 33⅝ when N.Y. Stock Exchange closed Friday. Commission's precaution in issuing statement after exchange closing didn't preclude trading on San Francisco Exchange (closing 3 hours later), and seldom-traded issue there sold 600 shares and leaped to 37¾. Curiously enough, RCA stock wasn't adversely affected, ended week strongly at 18⅛, up ⅞ from day's opening.

It's now apparent from persistent rumors, which started Monday when word was CBS had alerted vacationing executives to be on hand for Friday meeting on color -- and from early-week action in CBS stock -- that FCC's "best kept secret" had leaked.

Industry scarcely had time to react. Like many of Commission and staff, its leaders were hastening away for Labor Day weekends or gone on longer vacations. FCC Chairman Coy leaves next week for 10 days or more.

Obviously elated, CBS president Stanton said: "The FCC's color TV report is a gratifying victory for the CBS color system. The Commission has given unqualified approval to the excellence and practicality of the CBS system and has found it clearly superior to the other systems considered...We plan to be on the air with 20 hours per week of color TV programs within 30 days after the Commission makes its final decision...The Commission's report is a tribute to Dr. Peter C. Goldmark and his CBS laboratory associates..."

Obviously disappointed, RCA issued brief statement noting FCC's "failure to adopt a final decision," adding that "when a final decision is reached it is confident the RCA all-electronic, fully compatible system will be approved." It would say little more, asserting "FCC's lengthy first report will require detailed study."

"We will win the last lap of the color race," was prediction of CTI president Arthur Matthews, of San Francisco, who was in Washington Friday. "The Commission has left the door open for CTI to demonstrate its completely new Uniplex system between Dec. 5, 1950 and Jan. 5, 1951. We will build our equipment and be prepared to demonstrate a color TV system definitely superior to the CBS system or any other thus far proposed." He added new CTI system will be fully compatible, took comfort in interpretation that "FCC decision indicates color problem is far from solved."

GE's Dr. W. R. G. Baker, who is RTMA engineering director, could not be reached for comment about how GE's proposed but as yet undemonstrated system (Vol. 6:30) can stack up. Dr. Allen DuMont said he hadn't studied report "but from preliminary examination it looks as if the FCC agrees with our premise that color is not ready commercially at the present time." Just 2 days earlier, he had told N.Y. World-Telegram: "I'd toss [CBS] out the window."

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Situation is now squarely up to bulk of manufacturers, who must make up their minds fast. Even if a "perfect" system were developed by anyone, FCC indicates it will ignore it except under following specific procedure:

(1) By Sept. 29, set makers are requested to tell FCC whether they'll build all sets henceforth capable of operating on "bracket standards" -- i.e., with a line-frequency ranging from 15,000 to 32,000, field frequency from 50 to 150. (Black-and-white has 15,750 and 60; CBS has 29,160 and 144.) These sets would be compatible with CBS system, get black-and-white from color transmissions, as well as ordinary black-and-white. Switch invented by FCC engineers Edward Chapin and Willard Roberts (Vol. 5:46,48,49) would presumably be useful here in that it permits set to change automatically between monochrome and CBS standards.

(2) If manufacturers promise to make such sets, FCC will still propose to adopt CBS system. But it will also consent to study new systems and improvements on old (such as RCA, GE, CTI, Hazeltine, Lawrence). However, new developments must be on air in Washington from Dec. 5 to Jan. 5, and FCC labs must have representative receivers by Dec. 5. To qualify for further consideration after that, these developments must meet 7 stringent requirements of performance as set forth in report's paragraph 122.

(3) If "bracket standards" sets are forthcoming, FCC says only then will it

look into 3 questions concerning CBS system -- how it works with tri-color tubes, how well it can use horizontal interlace to increase resolution, how good its chances are of using long-persistence phosphors to cut down system's flicker and increase brightness.

(4) If manufacturers don't come across, CBS system will be adopted pronto; Commission will forget its 3 questions about system. Positive language here is in best Chairman Coy manner.

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What industry thinks of "immediate color" was well-reported by Wall Street Journal's Joseph Guilfoyle, Sept. 2. Air King's D. H. Cogan, who had plugged for CBS during hearing, said: "It would be suicidal now for a manufacturer to switch to making color receivers in the face of today's material problems -- especially when we can't even make black-and-white sets in the quantities we had originally scheduled because of the lack of parts."

Philco's James Carmine: "If plenty of parts were available and there had been no Korean incident, it still would have taken at least a year from today to get into production of color sets. But now it's going to take a lot longer."

Emerson's Benjamin Abrams: "We're not going to rush into color overnight. There's no doubt color TV is coming, but it will be an evolutionary process. Color still isn't as good as black-and-white and it's going to take a long time to iron out the bugs." Another manufacturer: "The masses might just as well forget about color TV until 1953 at least."

"And when color does come," said Guilfoyle, "don't think you're going to get it just like that. It's going to cost you money. For instance, present black-and-white receivers now in use will not be able to pick up the CBS color signals and reproduce them unaided, even in plain old black-and-white. To do that you'll have to add an 'adapter' -- a contraption not to be confused with a converter, which would yield the peacock tints to your set.

"How much will an adapter cost? Mr. Cogan about 8 months ago told the FCC his firm would make adapters to retail for about $39. But now he thinks the price may be nearer $59. This means it will cost TV addicts more than $400,000,000 to keep their 7,000,000-odd black-and-white receivers in operation when the CBS color signal goes on the air."

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FCC picked CBS after rating the 3 systems as follows:

CBS -- Picture's fidelity, texture, contrast "most satisfactory." Equipment simple, inexpensive. Brightness adequate for home use. Flicker not bad, and long-persistence phosphors offer "hope" for improvement in flicker-brightness relationship. Color fringing and breakup not serious, since people "tend" not to see them and production techniques can "minimize" them. Low color resolution offset by addition of color. Low black-and-white resolution no worse than ordinary black-and-white after passing through 2.7-mc coaxial. Picture size limitations can be overcome by tri-color tube or projection sets.

RCA -- Color fidelity "not satisfactory." Texture bad due to misregistration and dot structure. Contrast difficult to maintain. Equipment "unduly" complex. Black-and-white compatible picture "somewhat degraded." More susceptible to interference. Not satisfactory over 2.7-mc coaxial. Inadequate field testing.

CTI -- Picture "not at all satisfactory" because of crawl and bad texture. Compatible black-and-white degraded. Equipment "unduly" complex.

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Compatibility is dismissed as too high a price to pay for color. While admitting desirability of compatible system, FCC report avers "no such satisfactory system" was shown during hearings. Those shown suffered from poor pictures or were too complex, report stated.

As for 7,000,000 monochrome sets it says are now in hands of public, which

will probably be 10,000,000 by time of final decision at earliest date probable, FCC believes acceptance by industry of "bracket standards" would "dilute such incompatible sets year by year -- until everything is dual standards or color.

Present set owners, FCC said, will still be able to get monochrome signals for "several years after decision." If they want to, it adds, today's set owners can adapt sets inexpensively to get black-and-white picture from CBS color transmission, or can convert sets to get color pictures for "slightly larger amount."

"It would not be in the public interest to deprive 40,000,000 American families of color television in order to spare the owners of 7,000,000 sets the expense required for adaptation," report stated.

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It's too early to analyze report fully as this is written, few hours after release, but several weaknesses in FCC's evaluations suggest themselves immediately:

(1) Two wrongs scarcely make right when it comes to resolution. Fact that coaxial degrades present black-and-white hardly justifies CBS's low resolution. Anyway, bulk of AT&T's interconnections will soon be 4-mc microwaves, improving black-and-white. Then Commission says, in effect, "If CBS resolution isn't good enough for you, buy a color set -- that will make up for it." This "let them eat cake" attitude seems hardly in line with Commission's professed concern for consumer's pocketbook.

(2) FCC is for "color immediately." Yet it recognizes CBS system must have tri-color tube to overcome size limitations. (CBS's 12½-in. maximum is now black-and-white's minimum, and that size is about to disappear from production lines.) But mass production of tri-color tubes is unquestionably quite a ways off. Besides, FCC isn't yet satisfied that RCA's tri-color tube is good enough. And it hasn't even seen Lawrence tube yet. So it's willing to run risk of being stuck with whirling disc and small picture -- unless public can be won to projections, for which buyers have thus far shown decided antipathy.

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It's ironic that FCC and RCA inventions seem to have done much to sell CBS system to Commission. Chapin-Roberts automatic switch certainly was a boost. And it's hard to believe FCC would favor CBS system if RCA tube (possibly Lawrence tube, too) didn't promise to release it from mechanical disc and 12½-in. picture maximum.

Noteworthy, too, is fact Condon Committee report carried almost no weight; it had encouraged further look-see into RCA and Hazeltine developments (Vol. 6:28).

Surprising were separate views of Comr. Hennock -- she who had nagged industry witnesses mercilessly, demanding "color now." Compatibility is so important to her, she stated, that she feels 3 months far too short for industry to try to develop satisfactory compatible system. She'd give it until June 30, 1951.

Comr. Jones' views weren't surprising; actually, he makes sense when he rides majority for saying it wants more information on certain aspects of CBS system, though only if manufacturers promise to make sets under "bracket standards." Jones wants CBS color now, as does Comr. Hyde. Annex to Jones dissent, longer than all rest of report combined, purports to be "a study of the disgraceful treatment of the field sequential system by the industry from 1940 to date." He also casts reflection on predecessor Commissions of last 10 years for being party to it.

One top industry figure suggests FCC ought to go ahead and adopt CBS system, then watch it fail. Another one remarked: "If they adopt CBS, we'll be in the same shape, in color, that England is in black-and-white. Just watch the Europeans, who feel they have plenty of time, pick up the dot-sequential system and run with it. They'll make us look like monkeys in a few years."

It's evident FCC -- and of course CBS -- still face huge job of convincing manufacturers, telecasters and public that they're on right track. But a unanimously convinced FCC certainly is a notable first victory for CBS.

asst. director in charge of industry division; Thomas W. Delehanty, director, general products branch; Donald Parris, chief, consumer durables section (of which radio-TV is part).

Economic control act covers not only allocations and priorities but also price-wage-credit controls, loans to industry, etc. Manufacturers should get copy of H.R. 9176 from their Congressman or Senator.

* * * *

Talk of war contracts being let in matter of weeks can be discounted. First, all appropriations haven't been passed yet by Congress; until that's done, military procurement folk seem to be finding it hard to "nail down" requirements. Electronics requirements for new aircraft, for example, can't be determined until services finally decide on how many and what kind of planes are to be made.

Regular fiscal 1951 bill (H.R. 7786) was awaiting President's signature this week end -- its $36.15 billion total including some $13.5 billion for defense, of which $500,000,000 is earmarked for electronics. Supplemental H.R. 9526, totaling $16.77 billion, has passed House, is still in hearing before Senate committee, includes $1.8 billion for electronics.

24-HOUR-A-DAY TELECAST SCHEDULE: TV schedule to top all TV schedules is one planned for Scripps-Howard's WCPO-TV, Cincinnati, already operating 6 a.m. to 1 a.m. weekdays and round-the-clock Saturdays and Sundays. Starting this winter, Manager Mortimer Watters plans 24-hour operation 7 days a week. He's the chap who just about a year ago (Vol. 5:30) created quite a stir in TV-radio circles by signing on his then brand-new station at 12 noon and operating it until 11 p.m. every day in the week, featuring some 4 hours of daily disc jockey shows. Now, WCPO-TV is getting such "tremendous reaction" from its 6-7 a.m. daily hillbilly show (interspersed with time, temperature, notices) and its 7-8 a.m. children's feature, that Watters says he's being "forced" to the expanded schedule. Moreover, Crosley's WLWT, which announced it would expand to 8:30-midnight Mon. thru Fri. and noon-midnight Sat. & Sun., as of Labor Day (Vol. 6:32), actually began daily at 7:30 a.m. as of Aug. 31.

Cincinnati is a particularly "hot" TV area (claims 200,000 TVs, though generally accepted figure is around 150,000) -- but trend to longer telecast days is marked throughout the 106-station industry. We've reported them regularly in these columns, notably fact all 5 NBC-owned stations in as many cities are due in October to go on 9 a.m.-to-midnight-or-later schedules 7 days a week (Vol. 6:34).

Watters holds no brief for TV operators who fear to expand, says every time he approached break-even point he added another hour and thus helped build up audience. "Today, operating 19 hours a day for 5 days, and 24 hours the other 2 days, we're almost breaking even again," he said, "and should be earning a profit soon. That's my idea of TV's future -- a bold program of expansion, based on faith in a revolutionary new medium."

MR. MALIK AS A TV MISSIONARY: Russia certainly didn't invent TV, as so blandly claimed (Vol. 6:12) -- but its Mr. Malik has undoubtedly given daytime TV its biggest boost yet. One viewer was heard to remark that Malik's revealing "performances," while presiding over United Nations Security Council last month, have proved that "the future of daytime television isn't soap operas." His point was that the highly popular UN telecasts may be harbinger of higher plane of program fare via TV than radio. Possibly more news events and public service and educational programs -- even banquet speeches -- will find outlets in daytime schedules while leaving night hours mainly to entertainment. (It's noteworthy, though, that President Truman's Friday night fireside talk cleared all TV-radio channels, 10-10:30.)

TV networks and stations earned many plaudits, TV as whole got enormous publicity, for handling of UN telecasts -- probably as historically significant to TV as "Alabama casts its 24 votes for Underwood" was for the infant radio in early '20s. Columnist Peter Edson said success of telecasts raises anew possibility of televising Congress. But TV, he notes, would reveal most members weren't on floor most of the time, to say nothing of "demagogues and flannel mouths hogging mike..."

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MARTIN CODEL'S
AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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August 26, 1950

DEFENSE MEASURES NEARLY READY: Defense production, appropriations, tax bills were nearing Congressional approval at week's end -- and their impact on TV-radio and other electronics industries should be known more clearly in matter of days.

You can expect limited mobilization controls (probable first step: inventory reports) and military procurement (large and small equipment orders) that will start slowly but move up to annual rate of $2.3 billion or more before end of next year. Most immediate impact will be 10% excise tax on TV, contained in new tax bill (H.R. 8920) now snagged in Senate on basic policy question of general excess profits tax.

TV tax as now written ostensibly would merely extend present 10% radio tax -- but it isn't that simple due to taxes on components, etc., that would apply even to govt. purchases. Section 3404 is so loosely worded (even taxes auto TVs!) that everybody recognizes it needs clarification, which has been promised.

Since tax itself seems inevitable, effort now is to have it apply only to home receivers -- a flat 10% on whole home entertainment unit as shipped by manufacturer -- and not on industrial and military TV and components. Set manufacturers, resigned to tax, are thinking in terms of including it in their suggested list prices, as they have long done with radio. As presently planned, receivers already shipped would not be taxed when excise goes into effect, probably Oct. 1.

IF AND WHEN FREEZE LIFTS, WHAT THEN? Even after FCC decides color, holds vhf-uhf allocations hearing, finally lifts freeze (next May is fair guess, assuming no more hitches) -- even then, chances are that end of freeze will be little more than empty gesture, in non-TV areas at least, if war emergency continues. Like it or not, under either a partial or full mobilization economy, non-TV cities face bleak prospects for new facilities -- regardless of FCC or those who hope for business as usual.

Cry to end freeze, heard mainly from manufacturers and retailers, has in fact abated lately. Set makers have little reason for nagging right now. Existing markets, far from saturated, are gobbling up record output of sets -- and mobilization-induced curtailments are staring them in face. New markets might be little more than headaches.

TV applicants may be laying off because color decision is imminent, freeze hearing promised immediately thereafter. On other hand, those in non-TV areas may be wondering if their chances of building TV audience are shot for the duration anyway. Where will sets come from?

Take Denver, for example, biggest city without TV. Assume freeze ends and assume city's 7 applicants still want to nail down the 5 channels FCC proposes there (TV Directory No. 11). By time FCC gets around to hearing, choosing 5 victors, and by time these get on air, it's bound to be well into 1952. Denver will have tough time building a TV audience from its limited share of limited receiver production.

In TV areas, however, end of freeze might mean something. In many one-station or 2-station cities, for example, built-up audiences are waiting, plus choice of several networks. Main problems of applicants will be to lick competing applicants, corner transmitting equipment. Last item is hard to nail down. During much of long freeze, gear has been gathering dust in factory warehouses, begging for

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customers, some going into export. Currently, stations are buying for expansion, replacement and out of plain precaution.

As for color and uhf, chances of either getting good start become slimmer daily. That goes for anybody's color. Conceivably some transmitting equipment might be made. But it's hard to visualize manufacturers interrupting production lines for anything but military orders. Matter of fact, when big govt. orders are finally let, designs of even present black-and-white vhf are likely to become frozen. Munitions Boards' electronics chief Marvin Hobbs ventures that manufacturers may well find themselves sticking to existing designs simply because their engineering brainpower has been siphoned off into military equipment development.

Regardless of confusion -- war, production, color, uhf -- you can bet there will be plenty competition for vhf channels in any good-sized market, perhaps even for uhf in some areas. Applicants' attitude: Get the CP first, ask questions later; don't miss the boat, as in 1946-49, even though its sailing may be delayed.

$2500 PER HOUR & $525 PER SPOT: Underlining upward trend in rates in small but booming business of telecasting (Vol. 6:32), we now see CBS's New York key WCBS-TV out with new base rates of $2500 per hour, $525 per announcement -- highest ever levied by any station. It was only last Feb. 15 that WCBS-TV went to $2000 & $350 from $1500 & $250. And as of Aug. 1, NBC created quite a stir by raising its New York key WNBT's hourly base from $2000 to $2200 and announcements from $400 to $500 without discounts (Vol. 6:29).

Highest comparable rate in radio is WCBS's $1350. New WCBS-TV Rate Card No. 8 is effective Sept. 1, with protection for 6 months for advertisers continuing without interruption. Base rates apply to Class A time, 6:30-11 weekdays, 6-11 Saturdays & Sundays.

Will the traffic bear such hikes? Second only to NBC in now flourishing TV network and station time sales, with ABC and DuMont trailing, CBS thinks it will, points out that New York area's TV sets-in-use now represent about 40% of homes -- so that cost-per-thousand actually is lower. Accepted figure for New York 40-mi. area is 1,475,000 receivers and 3,597,000 homes (1948) as of Aug. 1 (Vol. 6:33) -- just 41%. It was 1,060,000 sets last Feb. 1 (Vol. 6:8) -- about 30%.

It's foregone certainty other New York outlets will increase, too, WOR-TV already going from $1200 to $1500 as of Aug. 15 (Vol. 6:32). It's good guess WNBT will go up again by next Jan. 1. ABC's WJZ-TV last February went to $2000 & $360 (network rate $2200); DuMont's WABD on April 1 went to $2000 & $350 from $1500 & $200. WPIX is $1200 & $200 but new rate card is due shortly. In nearby Newark, WATV has stuck to $600 & $125 since Nov. 1, 1949.

Rate increases are order of the day elsewhere, too -- along with expansions of telecast schedules, as regularly reported in these columns. Since publication of our July 15 TV Directory No. 11: Television Rates & Factbook, we've reported nearly a score of station increases (Vol. 29-32), and more are in the making. This week, too, it was indicated all 5 NBC-owned TV stations by Oct. 1 will expand 7-day-a-week schedules to 9 a.m. to midnight-or-later.

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War-stimulated interest in listening has given radio such a fillip that Broadcasting Magazine reports (Aug. 21) that aural radio time sales even in TV areas are on upgrade and will set new records this fall-winter. Authoritative spokesman for radio broadcasters paints very rosy picture of present business and immediate prospects in comprehensive regional surveys, notes brightest is spot advertising which it says will be up 10% or more from last year's record. Even the AM networks, all but CBS currently lagging behind last year, face good chances of total 1950 business better than 1949.

An accelerating boom is also seen in TV, with unavailability of program or spot time freezing out many advertisers who want in. Surveys, however, deal mainly with AM, report many stations breaking all-time sales records. "This goes for areas that have TV stations, with TV appearing to draw much new money..."

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FCC MULLS COLOR, IGNORES NEW CLAIMS: Color Television Inc. this week made desperate last-minute stab at breaking down FCC's "closed-door" policy on color, imposed at close of hearing. But like everyone else bearing word of post-hearing developments, CTI got cold shoulder.

FCC is still driving for decision by Labor Day. Commissioners seem to be waiting around as staff works away. Chairman Coy even took off Wednesday for long weekend -- and that's really unusual. Commission begins considering drafts of decision Monday, may come to agreement before week's end.

Condon Committee is still alive, it turns out. Sen. Johnson says he hasn't asked it to disband, hasn't assigned it any new chores -- formally. "I've talked informally to members of the Committee about new color developments," he told us, "but what they do is up to them. Scientific development doesn't stop, thank God, and the Committee was set up to advise Congress."

So it's entirely possible that Condon Committee may dig into things FCC says it can't consider now -- GE system, RCA progress, CTI's new system, Lawrence tri-color tube, etc.

Apparently abandoning line-sequential system, CTI president Arthur Matthews wrote Coy that company has "wholly new" system, called "Uniplex," with none of old system's faults or those of CBS or RCA. He asserted he realized record is closed but he asked that patent counsel Col. Donald Lippincott and 2 engineers be permitted to discuss system with FCC next week. Letter gave no technical details.

Answering quickly, Coy called attention to GE's and RCA's post-hearing work (Vol. 6:30-33), said: "As recognized in your letter, the Commission must decide the color issues upon the basis of the record before it..." However, he added, FCC would be glad to hear about new work.

Catch came when CTI counsel and FCC discussed dates for meeting. Former wants it right away, naturally. Latter suggested -- uh -- how about late September? Decision is expected before then, of course.

Since line-sequential system's chances are generally considered slim anyway, CTI may give FCC more legal trouble than anyone else. FCC is well aware of that, but seems not at all fazed.

GE's frequency-interlace system (Vol. 6:30) is beginning to stir up the experts. All say they have to see it before they commit themselves, but some very competent men feel GE may have something. Demonstrations, expected in late October, may tell tale.

Description of GE system, as filed with FCC, is published in September Electronics Magazine. Basic patents are in public domain, apparently. Bell Labs' Frank Gray was assigned them in 1930, so they've expired. GE's Robert Dome has done so many new things with it, however, that he may have some new patents.

TV CAN BUILD MOVIE BOXOFFICE BUT—: Movie makers have finally done the obvious -- given TV a real test to see how well it can sell movies. Answer to date: "Very well." But producers' statisticians are still poring over costs and returns to see whether TV is to get another steady customer.

Most ambitious recent experiments were those of Columbia Pictures and Samuel Goldwyn. Former really saturated Los Angeles and New York with TV buildup of film "711 Ocean Drive." Latter concentrated on one-station pitch, through New York's WNBT, for "Edge of Doom."

Columbia cut all other media to the bone, spent some $14,000 to feed number of stations in both cities a variety of material prepared by its TV packaging subsidiary Screen Gems -- ranging from movie-type trailers to interviews with stars.

Researchers went to work, counted boxoffice, asked audiences where they first heard of picture, measured proportion of TV owners among customers, etc.

Officials say they're definitely impressed with overall results, but can't tell where they go from here until data is analyzed. Columbia hasn't indicated whether it will release findings when completed.

Goldwyn shot the works to tune of some $5,000. WNBT ran half-hour documen-

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and the 4 networks will readily achieve $75,000,000 or more gross sales this year vs. $33,800,000 for 97 stations and 4 networks in 1949 (Vol. 6:21). Therefore, it would seem Mr. Doherty is much too cautious in his conclusion:

"The apparent indications are that the financial outlook of TV broadcasting will continue to improve during 1950. An increasing number of stations will, undoubtedly, be 'in the black' when the year-end results are calculated. However, the TV broadcasting industry as a composite whole will undoubtedly present a 'red ink picture' for 1950 even though the relationship between income and expenses will naturally improve over last year."

PROSPECTS OF HIGHER POWERS FOR TV: Handful of "foot-in-the-door" applications for high TV power (100 kw or so) doesn't have Chinaman's chance of favorable FCC action during freeze, but does point up interesting questions of jockeying for power and equipment availabilities.

In addition to recent application of Baltimore's WBAL-TV for 100 kw (TV Addenda No. 11-C), following requests are on file: WTMJ-TV, Milwaukee, 90 kw; WBEN-TV, Buffalo, 100 kw; WWJ-TV, Detroit, 100 kw. All are newspaper-owned.

Applications are generally "double-action," contrived to meet FCC's requirements for rural stations under existing rules or for metropolitan stations under proposed rules. They're filed with full knowledge, of course, that final rules may differ sufficiently to require further engineering studies, consequent extra costs.

Psychology behind each application has variations, but basically it's dual: (1) "You can't lose by being first." (2) It puts FCC on notice that such power is in demand in specific areas. Obviously, these reasons aren't considered particularly vital or there would be more such applications.

Eventually, higher powers for all stations are expected, since inter-station interference can remain the same, while public benefits from powerful signals permitting better and cheaper reception.

Parallel of TV and AM, in relating higher power and greater coverage, can't be pushed very far. Height is a major criterion in TV, not in AM. For example, stations on California's Mt. Wilson run roughly 30 kw at 3000 ft. (highest power and height yet). To get same coverage with 500-ft. antenna, in level country, you'd need 5000 kw.

Manufacturers are receiving orders for amplifiers and high-gain antennas allowing achievement of 100 kw or more, but delivery isn't promised until end of freeze. Again, stations' aim is to be first on list. Another factor encouraging orders is recent tax ruling favoring such expenditures.

Incidentally, there's something of a rush on currently for purchases of conventional equipment (additional cameras, consoles, projectors, etc.). This is attributed partly to "panic buying" fostered by fears of shortages, partly to need for more equipment to handle heavy programming schedules; e. g., WPIX uses 5 cameras for Giants' games.

CBS & RCA OUT TO CATCH COLOR EYE: Color decision could come in week or two, but there's no guarantee it will. There's still absolutely no indication that FCC has made any final commitment. It has slacked up considerably in number of meetings on subject, starting speculation that staff is working up drafts of final decision, or alternative decisions, for Commission consideration.

"Multiple standards" currently lead "guess parade" of decisions FCC might make. This, in spite of recommendations against such action from everyone, including CBS, CTI, RCA, Condon Committee, etc.

Sen. Johnson's big blast warning FCC not to delay color decision (Vol. 6:32) was answered politely by Chairman Coy. Regarding rumors that Commission might put off decision because of Korean war, Coy said he was so busy working on color that he hadn't heard them.

Much of actual form and wording of final decision may very well be handiwork

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of counsel Harry Plotkin, who handled recent hearings and who is credited with masterful job of lucidity on 1947 color decision (Vol. 3:12).

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As did RCA in demonstrating latest refinements to its system (Vol. 6:32), CBS reaped nice harvest of publicity this week with well-timed announcement of agreement with Remington Rand whereby latter will manufacture and market industrial color TV equipment using CBS system. CBS will supply designs, run equipment tests.

Equipment will be called "Vericolor" by Remington Rand, which has been making monochrome industrial TV called "Vericon". Remington recently sold its Stamford picture tube facilities to Reeves Soundcraft (Vol. 6:19,22), and whole company is currently reported about to be sold to General Aniline & Film Co.

Type of equipment is same as that shown FCC at CBS's last New York demonstration (Vol. 6:17), featuring compact camera and neat control-monitoring console. Bandwidth may be 6 mc, though there's nothing to deter using more since equipment is closed-circuit, non-broadcast. DuMont's industrial color uses 18 mc (Vol. 6:9,10).

* * * *

This week, RCA tuned up its new tri-color tube and receiver circuits in Washington, picked up live WNBW transmissions, seemed elated with results. But RCA hasn't invited FCC or Congress to inspect latest developments, apparently fearful lest it be charged with attempting to delay decision by throwing new factors into case. In turn, no one at FCC has asked for demonstration.

Circuit diagram and description of new receiver went out this week to RCA patent licensees, who incidentally were told again recently that RCA contemplates no added royalty for use of color patents. Tube is reported to be brighter than ever, giving 50 ft-lamberts, and those who have seen it attest to enormous improvements -- offering at that luminance exceptional brilliance and clarity in room with 7-10 ft-lamberts of ambient light, plus remarkably good images on monochrome sets.

Converter to change monochrome set to color has also been developed, fulfilling promise made by Gen. Sarnoff at hearing (Vol. 6:18). RCA spokesmen claim converter can be built more cheaply for their system than for CBS's, both using same tri-color tube. Current tests are with the 600,000-dot screen (Vol. 6:32).

Electronics Industry Advisory Committee invited Admiral, Crosley and DuMont to join, had representatives from those companies on hand for Aug. 14 meeting in Pentagon (see p. 1). Industry attendants:

Benjamin Abrams, Emerson; T. B. Jacocks, GE; M. F. Balcom, Sylvania; W. A. Buck & W. W. Watts, RCA; E. W. Butler, Federal; A. A. Berard, Ward Leonard; R. W. Carter, Carter Motor; Monte Cohen, F. W. Sickles; A. Crossley, Electro-Products; R. O. Driver, Wilbur B. Driver; H. A. Ehle, International Resistance; R. C. Ellis, Raytheon; Walter Evans, Westinghouse; E. K. Foster, Bendix; G. M. Gardner, Wells-Gardner; W. J. Halligan, Hallicrafters; R. F. Herr, Philco; H. L. Hoffman, Hoffman; J. J. Kahn, Standard Transformer; John Kruesi, American Lava; F. R. Lack, Western Electric, chairman; W. A. MacDonald & J. K. Gowen, Hazeltine; D. E. Noble, Motorola; H. L. Olesen, Weston; A. D. Plamondon, Indiana Steel; R. C. Sprague, Sprague Electric; A. E. Thiessen, General Radio; G. E. Wright, Bliley Electric; Richard Graver, Admiral; C. E. Williams, DuMont; L. M. Clement, Crosley. Listed as "visitors" were: C. Schneider, General Ceramics; J. J. Beauregard, of counsel for National Electronics Mobilization Committee; C. A. Rumble, Erie Resistor; G. E. Rickter, American Lava.

On govt. side were Munitions Board hierarchy: Hubert E. Howard, chairman; Maj. Gen. P. W. Timberlake, director of staff; Maj. Gen. J. V. Matejka, acting director of production management; Brig. Gen. E. C. Langmead, asst. director of staff. From Munitions Board's Electronics Committee: Brig. Gen. Harry Reichelderfer, Army; Rear Adm. Louis Dreller, Navy; Maj. Gen. F. H. Griswold, Air Force; Col. Eugene V. Elder, Army alternate; Capt. T. B. McMurtrey, Navy acting alternate; Lt. Col. F. A. Gugliotta, Air Force alternate; Comdr. J. P. Jones, aide to Adm. Dreller. From Munitions Board's Electronics Division: Marvin Hobbs, chief; Thomas A. Perrott & K. A. H. Smith, assistants; Col. P. C. Gripper, Army; Comdr. W. D. Hudgins, Navy; Col. T. M. Natt, Air Force.

From other govt. agencies: Leighton H. Peebles & Walter Campbell, National Security Resources Board; Maj. Gen. H. M. McClelland, Joint Chiefs of Staff; Maj. Gen. F. L. Ankenbrandt, Dept. of the Air Force; Vice Adm. Edwin D. Foster, Dept. of the Navy; Donald S. Parris, Dept. of Commerce; James T. George, Bureau of Budget. Visitors: Col. K. Gonseth, Signal Corps; L. Gray, Navy; Albert Kay, Munitions Board Manpower Div.

Bill to amend Communications Act may be prepared by next week, says Rep. Dwight Rogers (D-Fla.), acting chairman of House Interstate & Foreign Commerce Committee's subcommittee which completed hearings on Senate-passed McFarland bill Aug. 14 (Vol. 6:31). FCC Chairman Coy's lengthy testimony in opposition to number of McFarland bill's provisions is believed to have considerably reduced chances of their approval. It's doubtful Senate and House can iron out differences any time soon.

Call letters PRF-3-TV have been assigned newly opened first station in South America in Sao Paulo, Brazil (Vol. 6:30), known as Emissoras Associados TV, owned by publisher-broadcaster Dr. Assis Chateaubriand.

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Mexico's director of telecommunications Miguel Pereyra, accompanied by his TV director Miguel Espejel, were in Washington this week to confer on TV and other matters. They disclosed that, besides publisher Romulo O'Farrill's XHTV on Channel 4 (Vol. 6:25,28), Mexico City has XEGC-TV on Channel 2 operated experimentally by inventor Guillermo Gonzalez Camarena; and that CPs have been issued to Emilio Azcarraga for XEW-TV on Channel 5 and to Radio Panamericana for XEQ-TV on Channel 9. Mexican Govt. has reserved Channel 6 for itself. Applications are also on hand for stations in Matamoros, Tijuana, Mexicali, Monterrey, Veracruz, Guadalajara, and CPs will be granted when frequency agreements are reached with U. S. (presumably awaiting our allocations). Senor Pereyra said there aren't many TVs yet in Mexico, where they cost about 3 times as much as in U. S., but receivers are now arriving against an RCA import permit for 10,000. Radio manufacturers and financial interests, he said, are anxious to initiate set production in Mexico, importing most supplies from U. S.

Hastening to be first on air in Cuba (Vol. 6:30), Union Radio Network of Havana (Kaspar Pumarejo, president) had RCA ship its 5-kw TV transmitter (8000 lbs.) and associated equipment (14,000 lbs.) via air this week, indicated it expects to get going this fall. RCA field engineer W. C. Cothron is supervising Union Radio's installation, hopes to have it on air in 6 weeks. He also handled Mexico City's new XHTV, which inaugurates Sept. 1.

How unions are eyeing TV was indicated at two conventions this week: (1) In Chicago, A. Frank Reel, AFRA executive secretary, warned members to watch out for AM broadcaster complaints "about competition of TV, cutting rates and the miseries of business." (2) In Detroit, International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators (IATSE), seeking place in TV sun, heard president Richard F. Walsh say: "There is developing a tendency for TV to move more and more into the theatres . . . and likewise more in Hollywood. As that continues, our position will be strengthened." IATSE is working with RCA in training theatre TV projectionists. First class of 25 operators will receive instruction at Camden during Sept. 11 week.

FCC this week told Atlanta Newspapers Inc. (recently consolidated *Journal* and *Constitution*) to make up mind by Sept. 8, choose between keeping WSB-TV on Channel 8 or WCON-TV on Channel 2 (Vol. 6:12,13,20); and, if latter is chosen, to be ready for program tests by Oct. 10. Newspaper firm wants to keep both going until Feb. 15 for propagation tests, also had asked hike to 50 kw for WCON-TV, which has official status of CP holder now testing with 4.9 kw visual power, 980-ft. antenna height. WSB-TV has 23.8 kw, 530-ft. antenna. Commission said it would be glad to get propagation data, but only after one station is surrendered; also, that power and height couldn't exceed WCON-TV's authorized facilities because of freeze.

City of Jacksonville has petitioned FCC to reconsider its denial of renewal of CP for WJAX-TV (Vol. 6:31), claiming this is first denial of an initial extension request, stating financial obstacles have been removed, promising construction will begin as soon as CP is reinstated.

ABC showed profit first half of 1950 of $180,000 (11¢ per share) compared with loss of $46,141 same period last year. First quarter profit this year was $93,000 (5¢) vs. loss of $64,000. For all 1949, ABC loss was $519,085 vs. profit of $468,676 for 1948.

Jack Benny slated by Lucky Strike and CBS-TV to do 5 or 6 Sun. night (probably 7:30) full-hour TV shows, spaced 2 months apart, starting Oct. 29.

Count of TV Sets-in-Use by Cities

As of August 1, 1950

Sets-in-use totaled 6,942,000 as of Aug. 1, according to NBC Research's monthly "census" report estimating TV receivers within 40-mi. service areas (.5Mv). NBC no longer publishes family figures, but those here listed are best available estimates of 1948 families within 40-mi. radius of city; note, however, that there are some overlaps, so that family figures are sometimes higher than actually served. Total represents 431,500 increase over July 1 count (Vol. 6:29).

Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Baltimore	3	732,000*	192,000
Boston	2	1,175,000*	447,000
Buffalo	1	323,000*	109,000
Chicago	4	1,438,000	555,000
Cincinnati	3	384,000*	143,000
Cleveland	3	695,000	260,000
Columbus	3	225,000*	78,000
Dayton	2	291,000*	76,000
Detroit	3	839,000*	282,000
Erie	1	112,000*	26,500
Grand Rapids	1	182,000*	30,000
Johnstown	1	250,000*	26,500
Kalamazoo	1	143,000*	13,100
Lancaster	1	85,000*	54,400
Lansing	1	168,000*	13,500
Memphis	1	177,000	44,300
Milwaukee	1	327,000	129,000
New Haven	1	557,000	90,300
New York	7	3,597,000*	1,475,000
Norfolk	1	196,000	23,000
Philadelphia	3	1,184,000*	540,000
Pittsburgh	1	742,000*	122,000
Providence	1	1,011,000*	71,800
Richmond	1	130,000*	38,900
Rochester	1	208,000*	45,900
Schenectady	1	258,000*	90,500
St. Louis	1	474,000	153,000
Syracuse	2	199,000*	56,200
Toledo	1	241,000*	50,000
Utica	1	127,000*	19,800
Washington	4	691,000*	150,000
Wilmington	1	183,000*	38,100
Total Interconnected	**59**		**5,443,900**

Non-Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Albuquerque	1	22,000	4,000
Ames (Des Moines)	1	126,000	12,300
Atlanta	2	233,000	52,300
Binghamton	1	131,000*	18,700
Birmingham	2	196,000	15,100
Bloomington	1	104,000*	7,500
Charlotte	1	171,000	19,200
Dallas	2	277,000*	36,400
Fort Worth	1	269,000*	29,200
Davenp't-Rock Island	2	133,000	16,200
Greensboro	1	165,000	15,500
Houston	1	217,000	32,200
Huntington	1	132,000	16,000
Indianapolis	1	281,000*	60,000
Jacksonville	1	94,000	11,700
Kansas City	1	275,000	42,100
Los Angeles	7	1,372,000	595,000
Louisville	2	188,000	39,200
Miami	1	117,000	31,400
Minneapolis-St. Paul	2	333,000	105,000
New Orleans	1	225,000	30,800
Oklahoma City	1	138,000	36,900
Omaha	2	132,000	25,800
Phoenix	1	49,000	14,800
Salt Lake City	2	93,000	21,100
San Antonio	2	130,000	22,200
San Diego	1	113,000	47,000
San Francisco	3	825,000	74,800
Seattle	1	307,000	33,100
Tulsa	1	125,000	32,100
Total Non-Interconnected	**47**		**1,498,200**
Total Interconnected and Non-Interconnected	**106**		**6,942,000**

* Family figures are based on estimates of 1948 population. Note that following coverages (hence total families) overlap: Bloomington-Indianapolis; Grand Rapids-Lansing-Kalamazoo; Detroit-Lansing; Detroit-Toledo; Syracuse - Rochester - Utica - Binghamton; Binghamton-Utica; Philadelphia-Wilmington; Rochester-Syracuse-Schenectady-Utica; Pittsburgh-Johnstown; New York-Philadelphia; Boston-Providence; Buffalo-Rochester; Cincinnati-Columbus-Dayton; Washington-Baltimore; Lancaster-Baltimore; Dallas-Fort Worth.

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awhile. Quite concerned, networks are hustling to meet "threat" by proof that radio is still "best buy".

Prime promoter of TV, NBC is out with presentation that admits TV's impact on radio but compares estimated 10,000,000 TVs by end of 1950 with 42,250,000 radio homes. Acknowledging 72% decline in radio listening in TV homes, NBC figures that still leaves 35,100,000 radio homes, only 6.7% less than 1948. Moreover, 40% of population remains in non-TV areas. Citing Hofstra College figures for Boston (Vol. 6:18,23), presentation compares following costs-per-thousand: Radio $1.92, TV $3.33, Life Magazine $3.43, This Week $3.59, Boston Post $3.95.

At CBS program-promotion clinic this week, network revealed plan for "biggest newspaper and magazine advertising campaign in history of radio" -- 20,000 network-station cooperative ads in 250 newspapers, plenty of magazine space (40 half-pages, 3 full-pages in Look alone), plus considerable use of radio. Theme will be "This is CBS--The Stars' Address." Campaign runs end of August through October.

Tide Magazine recommends in Aug. 4 editorial some sort of cost-per-listener formula or radio version of newspaper milline rate. It also suggested networks look to discount structure -- 50% discounts are too high, it averred. Sponsor Magazine July 31 thought some single measurement for all media (not only radio or TV) should be worked out, recommended "time" as the gauge -- time spent on radio listening, TV viewing, newspaper and magazine reading, etc. Article makes point TV not only cuts into radio listening, but into other activities and media too.

Broadcasting Magazine editorial July 31 called on networks and stations to "hold the line" on radio rates, forecast further pressures. Yet magazine observed: "In the long run, radio rates in TV markets seem destined for adjustment, assuming TV is permitted to continue its present pattern of development. But the possibility that TV may be affected by the nation's rearmament program should not be ignored."

* * * *

Debate over AM rates and TV impact on listening stems largely from rating services, each at odds with other and all up against ardent AM and/or TV advocates. What may be showdown is being cooked up by Stanley Breyer, KJBS, San Francisco, who last month called on Hooper and The Pulse to run identical tests in his market, with an impartial research organization doing same. They've agreed. Since his suggestion in paid ad in Broadcasting, he's had requests from Nielsen and Sindlinger to participate also.

COLOR LABS RACE AGAINST TIME & FCC: FCC still hasn't made up its mind on color, after several more days of discussion this week. Or, if it has, it's best kept secret in FCC history. Despite claims of inside dope, everyone's really mum. "We don't want to affect the stock market," they say.

Talk of postponing decision, because of war, gets absolutely no verbal support at Commission, although idea is undoubtedly in some members' minds. Rumors impelled RCA's Gen. Sarnoff to write Chairman Coy: "On behalf of RCA and NBC, we wish to reiterate that we have not and do not favor any delay in the establishment by the FCC of commercial standards for color television."

* * * *

RCA's post-hearing achievements (Vol. 6:30), some of which sound striking, were detailed in report "prepared for the information of the radio industry," also filed with FCC this week. Improvements in following fields are claimed:

(1) Tri-color tube: Now achieving over 20 ft-lamberts in brightness (compared with previous 7-10), with 40-50 expected "before long." Greater brightness stems from new red phosphor eliminating "minus-yellow" filter (Vol. 6:13) and from new tube techniques; voltages remain same.

Dots have been increased to about 600,000 from 351,000, giving "resolution capabilities comparable to those provided by the 6-mc TV channel." Work continues with aim of providing enough dots to give comfortable margin.

Prominence of dot structure and moire pattern in color pictures have been "substantially eliminated" through better use of by-passed mixed highs. Progress

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has been made in transmitter techniques to reduce dot prominence in standard monochrome sets.

Shorter tubes, with larger deflection angles and improved guns, "appear feasible." Single-gun tube now produces picture comparable with that of 3-gun. Pilot line production of tubes by January is goal.

(2) Receivers: Latest models have "substantially" same resolution and stability as black-and-white, use same number of controls as latter.

Production of earlier types of sets with tri-color tubes (100% brighter, however) continues. By September, 35 sets should be completed, with 5 more weekly thereafter. Some will go to other manufacturers, others to homes in Washington area for field testing.

(3) Station equipment: Four camera chains, for RCA use, are under construction. (Presumably, New York's WNBT will shortly get one of first). Ten flying spot scanners are being made, 2 of them for other manufacturers.

Work continues on new cameras, including one with single image orthicon. New one is due for September installation in Washington's WNBW.

(4) Coaxial transmission: Now being installed at WNBW is equipment providing, on color and monochrome, "pictures with resolution substantially equivalent to the standard monochrome picture from standard studio equipment when transmitted over 2.7-mc coaxial cable."

(5) Telecasting schedule: WNBW, Washington, is now programming 7 hours of color studio programs and 25 hours of color test pattern weekly. In fall, schedule will include studio shows Saturday-Sunday. More personnel and space are being added.

* * * *

Like CBS, RCA is determined to have last word as decision draws closer. RCA's Dr. C. B. Jolliffe wrote Dr. E. U. Condon, commenting on report of latter's committee (Vol. 6:28), saying he would have remained silent if CBS had (Vol. 6:30).

Condon Committee leaned over backwards to be fair to CBS, asserted Dr. Jolliffe. For example, CBS was given 2 columns in the tabular summary, including one for system it didn't even propose (use of horizontal interlace). This, he indicated, gave CBS chance for more "awards" than it deserved.

Dr. Jolliffe's main gripe was that Committee gave CBS some "superiors" in performance, based on use of disc, but failed to list disadvantages inherent in disc (such as limitation on size and angle of view). He referred, for example, to superior ratings accorded CBS for registration and fidelity. He couldn't see why CBS was allowed advantages of both disc and tri-color tube, yet drawbacks of neither.

* * * *

We visited Hazeltine's Little Neck, L.I. labs this week, got good look at its refinements of dot-sequential system and demonstration of CTI's (Vol. 6:24). Company's pitch, delivered by articulate research v.p. Arthur V. Loughren:

(1) Mixed highs are valuable band-saving device, valuable enough to lift dot-sequential system above the others which can't employ it. (2) Shunted (or bypassed) mixed highs can materially reduce dot structure. (3) Constant-luminance sampling reduces inter-dot "twinkle" and effects of interference. This seems to be a Hazeltine "exclusive," patent-wise, and company is making most of it.

Hazeltine is sold on dot-sequential system. Loughren said it started investigations with open mind, settled on system after exhaustive study of all 3.

Most interesting to us were shunted mixed highs and constant-luminance sampling. Former does indeed diminish dots to considerable degree. Latter undoubtedly cuts down "twinkle" or "shimmer". However, Hazeltine's rendition of RCA system, without constant luminance, seemed to have much more such motion than we ever recall seeing in RCA's own showings.

Nevertheless, most engineers feel Hazeltine really has something. Loughren insists that, practically and theoretically, you don't have to "pay" for these improvements with poorer performance in other respects, such as loss of resolution, etc. But some FCC people are skeptical about that, reiterating old adage: "You don't get something for nothing."

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and screens Army, Navy, Air Force requirements. Director of its electronics division since last April is Marvin Hobbs, onetime chief engineer, Scott Radio; ex-chief, electronics branch, WPB; more recently a consultant on design and manufacture of electronic equipment.

For military electronics setups, see p. 3, Trade Report.

IT'S WTOP-TV NOW; WSM-TV READY SOON: Washington's WOIC becomes WTOP-TV as of Aug. 2, FCC this week approving transfer from Macy to Washington Post-CBS (55-45%) ownership (Vol. 6:25). FCC Chairman Coy, onetime executive of Washington Post, did not participate in decision. Check for $1,400,000 purchase was handed over July 28, when John S. Hayes, as executive v.p. of WTOP Inc., took over. Mr. Hayes assumes general managership of WTOP-TV in addition to 50-kw WTOP, retaining Larry Richardson as administrative asst.; James McMurry as director of program service; L. A. Wilkinson as chief engineer for TV. WTOP's Clyde Hunt becomes director of engineering for both stations, George Hartford gen. sales mgr. with separate AM-TV staffs. Eugene S. Thomas, retiring mgr., becomes director of operations of WOR-TV following vacation. WTOP-TV new rate card Aug. 15 sets basic hourly rate at $450 without rehearsal time (formerly included 2 rehearsals), ups night spots from $70 to $100, does away with traditional 1, 13, 39-time discount pattern, instead bases discounts on number of days per week, 26 & 52-week cycles. CBS Radio Sales becomes rep.

WTOP-TV operation as exclusive CBS-TV outlet adds nail to coffin of prospect, if there ever was any, of Mutual forming TV network -- despite lots of publicity about it. Actually, 4 existing TV networks (ABC, CBS, DuMont, NBC) are having tougher going clearing time on relatively few interconnection stations (59 now, 19 more after Sept. 30) than selling time to sponsors. Most TV stations enjoy multiple-network service, both for hookups and kinescope recordings. MBS's only potential nucleus, assuming its telecaster-stockholders want own TV hookup, would comprise WOR-TV, New York; WNAC-TV, Boston; WGN-TV, Chicago; KTSL, Los Angeles (also being sold; see Vol. 6:19,21,24), and such others as may get CPs post-freeze.

Nashville's new WSM-TV, nearing completion for start around Sept. 20 as nation's 107th (and probably final pre-freeze) outlet, is putting on "TV circus" in city fair grounds Aug. 13-17 in cooperation with distributors to build up set sales; Nashville Tennessean publishes special TV edition Aug. 13. Veteran WSM manager Harry Stone has resigned because of ill health, president John H. DeWitt taking over; TV production will be in charge of F. R. Kleibacker Jr.

NEW COLOR FACTORS AS DECISION NEARS: Color decision may be expected any time within next month -- but if anyone knows what it's going to be he ought to tell FCC. Members insist deliberations haven't made decision obvious yet; they maintain that they cannot, with conviction, predict how majority of their fellows will vote. Two or 3 members can be fairly well pinpointed -- at the moment -- and that's about all.

Complicating things this week, more or less, is announcement by GE of new compatible system, still on paper, but new nevertheless.

Several things stand out just now: (1) Vehement assertions by commissioners that war situation is no excuse for postponing decision. (2) Strong protestations of desire for color on part of all members.

Speculation mounts daily. One shrewd Washington observer comes up with this rather surprising conclusion: Reason FCC insists it will make a decision is that it intends to say "we shouldn't pick a system now." He points to: (1) War. (2) New developments not on the record, such as Hazeltine's dot-interlace improvements, GE's system, Dr. Lawrence's tri-color tube, RCA's refinements since hearing.

* * * *

GE filed description of its system with FCC this week, asked for "serious consideration," but didn't request reopening of hearing. What weight FCC will attach to it is anyone's guess. During hearing, numerous other inventors were gently told that Commission would be glad to observe their systems anytime. These included Wetzel, Meyer, Prismacolor (Vol. 6:2-8), et al. None ever demonstrated.

Since GE says it can't demonstrate for 90-120 days, FCC has very little dis-

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position to hold up things for it (though it hasn't met on matter yet). However, if Commission thinks theory behind system is sound, final decision seems bound to reflect acknowledgement of its merits.

System is called "frequency interlace," was developed under Robert B. Dome who, GE's Dr. W. R. G. Baker says, "ranks up there with Armstrong & Alexanderson as an inventor," and who developed widely-used intercarrier circuit for TV receivers.

Here are fundamentals of system, as we understand Dome's description: In monochrome TV, 46% of channel is actually unused. Energy is bunched, with gaps between. Therefore, green can be transmitted just as black-and-white is, using 4 mc for it. Between blobs of green energy, 1 mc of red and .2 mc of blue can be shoehorned -- all within 6 mc. Red and blue have a subcarrier each. Then there's an automatic gain control which also has subcarrier. Receivers could use either 3 tubes or tri-color tube.

To back up theory, analysis made in 1934 by Bell Labs' Pierre Mertz and Frank Gray is adduced to show existence of those "gaps". GE reports that critical points of system have been tested, found sound. Dr. Baker says he called in non-GE experts, to offset his men's enthusiasm, got confirmation of system's possibilities.

GE believes advantages of system are: reliability, simplicity of construction, adjustment and maintenance, plus freedom from twinkle, crawl, flutter and transient color shifts. Receivers would require only about 6 more tubes than black-and-white.

Early reaction among TV engineers was: "We've got to be shown." Some points raised: (1) Existence of those gaps, or their usefulness, isn't universally taken for granted. (2) A system with video and sound carriers, plus 3 subcarriers could prove extremely vulnerable to interference.

Wrote Dr. Baker to Chairman Coy: "I recognize that it is rather late to submit for consideration a new system...Unfortunately, however, research and development cannot be scheduled, otherwise we would have presented the system at the recent hearing. In any event, the frequency interlace system...appears to have such outstanding potential advantages as to justify serious consideration even at such a late date."

* * * *

In RCA camp, spokesman reports rather startling refinements which should be ready for demonstration "in matter of weeks." Number of dots on tri-color tube has been increased about 75%. Tube is 2-3 times brighter. "Remarkable" circuit improvements making much better use of mixed highs is claimed. Simple and cheap converter for black-and-white sets, first promised by Gen. Sarnoff at hearing, is well on way.

Hazeltine's dot-interlace refinements, which received Condon Committee's accolade (Vol. 6:28), are neither praised nor damned by RCA engineers, leaving impression they're giving grudging recognition. Hazeltine will again demonstrate to various groups Aug. 2-4 at Little Neck, N.Y. labs.

Lawrence tri-color tube (Vol. 6:20-26), going through paces at Paramount's New York Labs, is still tops, according to company officials. They're now feeding it color signals from same 18-mc color equipment DuMont demonstrated at IRE convention (Vol. 6:9,10), but they're expecting new chain momentarily. Tube has plenty of resolution and brightness, they claim, adding that principal aim now is to achieve highest color fidelity.

* * * *

CBS took Condon Committee to task, politely, saying its report (Vol. 6:28) seems to "minimize the superiority of the CBS system." CBS's reactions, in letter to Dr. Condon from v.p. Adrian Murphy, are epitomized in discussion of "potentialities". Murphy took this quote from report: "...CBS system has progressed furthest toward full realization of its potentialities...CTI system, being less fully developed, has somewhat greater possibility of future improvement...RCA system also has considerable opportunity for improvement..."

"This seems tantamount," said Murphy, "to implying that in the 100-yard dash

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FCC SITS IN FINAL COLOR JUDGMENT: Color TV is now completely in FCC jury's hands. As it promised, full Commission went into color discussion July 11, immediately after receipt of proponents' briefs answering one another's proposed findings (Vol. 6:26).

Though FCC intends to spend most of its time driving for final decision, don't fall off your chairs straining for word of sudden action. Labor Day is still commonly-mentioned target date around FCC, but decision is expected anytime from Aug. 1 on. All-out mobilization would probably mean indefinite postponement.

Condon Committee color report also came through this week. It's really an unusual document, significance of which is impossible to judge. It neither recommends nor rules out any system -- explicitly. But, if it points anywhere, there's little question that it points in direction of RCA -- or, at any rate, toward a dot-sequential system. Report does 3 things, as we read it:

(1) Approves 6-mc channel for color, gives assurance that only the 3 presently proposed systems need be considered, rules out multiple standards.

(2) Provides 9 criteria for judging systems, with indication as to which system leads in each.

(3) Estimates improvements possible within framework of each system.

But the 9 criteria are deliberately left unweighted "since the Committee believes that the decision to adopt a system must include consideration of many social and economic factors not properly the concern of the technical analyst."

Here are the 9 factors: adaptability, fidelity, compatibility, continuity of motion, convertibility, spectrum economy, flicker-brightness, resolution, superposition performance (registration, etc.).

Since no specific weight is assigned each factor, everyone is toying with the tabulation, trying to see what it adds up to. If each factor and sub-factor is arbitrarily given equal weight, RCA rates 11 "superiors", CBS 9, CTI 6. If anything extra at all is given to compatibility, RCA increases lead. Furthermore, the Committee says in its last paragraph:

"The final conclusion of the Committee is that principal importance should be attached to those fundamental capabilities and limitations which relate to the choice of scanning method." If this recommendation is followed, RCA would seem comfortably out in front.

Importance of report probably lies in whatever impact it makes on FCC and Congress. Whether FCC pays a great deal of attention to it or not, is anyone's guess. Commission has continuously maintained that decision would be made on basis of the hearing record; report isn't part of it. Sen. Johnson says: "I have a lot of reactions, all right, but I'm not going to comment except to say I'm grateful for the hard work and sincere effort the Committee has made." He expects to have report, "The Present Status of Color Television," reprinted as Senate document in week or so, to be available from Govt. Printing Office at nominal cost.

Principal criticisms of report, within Commission and among proponents:

(1) Though Committee said it had confined itself to technical factors, it ventured outside them when it talked about such matters as compatibility, convertibility, costs and multiple standards.

(2) Though Committee said systems should be evaluated primarily in light of fundamental scanning standards and potentials, rather than present apparatus limitations and costs, its tabulation of 9 factors mixes and confuses present and potential performance. Perhaps a chart for each should have been drawn up.

Committee seems greatly impressed with Hazeltine's "constant luminance sampling" for dot-sequential system (Vol. 6:24), recommends it highly. But this new development isn't on hearing record, presumably could be ignored by FCC. JTAC is so worried that FCC might snub technique that it voted to urge FCC not to leave it out of consideration.

From political standpoint, Hazeltine's possession of development may work to advantage of dot-sequential system, since it would be harder to charge RCA with monopoly if someone else has important piece of system. Such developments as Lawrence tri-color tube (Vol. 6:20,21,26), and persistent rumors of additional (non-RCA) major improvements in the works on dot-sequential system, reinforce that possibil-

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ity. Some observers think new developments may even encourage FCC to reopen hearing, postpone decision.

Committee also seemed quite sold on dot-interlace and mixed highs as devices for most efficient channel utilization.

General feeling of most qualified observers is that report neatly tosses ball directly to FCC. However, Commission, though inclined to regard report as "elementary stuff" in many respects, may some day be very happy to quote from unanimous report of a group so unique in its scientific stature and unchallengable impartiality. Committee comprises: Dr. Edward U. Condon, director, Bureau of Standards; Dr. Newbern Smith, also of Bureau; Stuart L. Bailey, consulting engineer and ex-president of IRE; Dr. William L. Everitt, head of U of Illinois' electrical engineering dept.; Donald G. Fink, editor of Electronics Magazine.

* * * *

Reply briefs of the proponents are really bitter. RCA filed 200 pages, CBS 62, CTI 36, Paramount-Chromatic 16. They reiterate their familiar arguments, attack just about everything except one anothers' families:

RCA charges that CBS is now using same "scare technique" that it used in trying to hold back black-and-white TV. CBS asserts that RCA's "findings" (it places word in quotes all the way through) "not only violate the Commission's Notice...but are on their face clearly self-contradictory, incomplete and superficial" and that "RCA has completed the pattern of its cavalier treatment of the Commission..." CTI calls CBS's proposed findings "a marvel of ingenuity and detailed elegance. The 2 fatal defects of the CBS proposal -- unquestionable incompatibility and incurable picture degradation -- are screened behind a weighty mass of argument and citation ..." Paramount-Chromatic reiterates belief that decision should be held off for year (Vol. 6:26).

These documents, too, are impossible to weigh. It's dubious whether they'll have great influence. As a practical matter, the hearing has been over for months.

RADIO vs. TV—THE AFFIRMATIVE VIEW: Pattern of radio's counter to TV inroads on listening (Vol. 6:12-23) is shaping up more clearly -- apparently, aim is to admit TV's growth, emphasize that radio is still growing, too.

CBS takes that tack in new brochure "What TV Didn't Do to Radio in New York." Same sentiment was consensus of 8 New York radio executives meeting July 13 in WOR offices. It was essence, too, of NBC president Joseph McConnell's speech before South Carolina broadcasters last week.

CBS promotion piece uses Pulse Inc. sets-in-use-per-quarter-hour, 4-11 p.m., to show TV went up from 10.3 in January to 15.7 in April, while radio grew from 27.1 to 31.3. Latter figure, Pulse says, is highest in its 9 years of surveys.

New York radio group agreed to push AM in coordinated newspaper-trade paper advertising, also to use radio itself to sell radio. Theme is to be that radio is better than ever (movies' current slogan: "Movies are better than ever") -- particularly with bonus out-of-home listening on portables, auto sets, etc. Group included Ted Cott, WNBC; Murray Grabhorn, WJZ; Bernice Judis, WNEW; R. C. Maddux, WOR; Kieran Murphy, WINS; Hartley Samuels, WFDR(FM); G. Richard Swift, WCBS; Ralph N. Weil, WOV.

McConnell thus countered sponsor complaints that radio is losing listeners to TV, that radio rates should come down: "They are comparing radio's good value today with the super value it offered when it was the only broadcast service." While emphasizing that radio hasn't raised rates in 10 years, he admitted it's "facing economic pressures and problems" and "time will inevitably come when radio rates must be reappraised and readjusted."

Obverse of radio-TV hassle was neatly put by Boston banker John J. Barry (of heavy TV-user National Shawmut Bank) before American Institute of Banking: "Comparing 85,000,000 radio sets with 5,000,000 TVs [now almost 7,000,000] is a potent argument in radio's favor. But when 460,000 of those TVs are in my backyard, which has 840,000 radio homes, national ratio of 17-to-1 for radio becomes only 2-to-1."

Magazine Advertising Bureau has issued promotion piece whose title tells its purport: "Present Inadequacy of TV as a Major Medium." It makes point that 75% of TV ownership is in 7 states, thus TV is "inadequate" for national advertising.

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July 8, 1950

COY KILLS TALK OF ABANDONING VHF: Those "move all TV to uhf" rumors are finally nailed flat by one sentence from FCC Chairman Coy. Writing Theatre Owners of America's Gael Sullivan, he said: "It is true that, during the color TV hearings, questions concerning the effects of such a move were asked of several industry witnesses. These questions were purely hypothetical and were not based on any official action heretofore taken or presently proposed to be taken by the Commission."

What prompted comment was June 8 letter from Sullivan telling Coy that some exhibitors (specifically Allied States Assn., Vol. 6:6,7,26) had impression FCC was going to move TV out of vhf, make number of vhf channels available for theatre TV.

Since Coy was the man who asked most of those disturbing questions during color hearing, above statement should satisfy even the quickest of conclusion-jumpers among industry and trade press. You can add to Coy's statement that of Comr. Sterling (Vol. 6:24), plus the well-known feelings of most other commissioners -- and rest easy for present. Uhf -- when ready -- will be "something added" not "something substituted."

NOW, EVERYBODY WANTS TO GET INTO ACT: Cloaked by the long freeze, extremely significant changes of attitude have occurred among most of the long-dormant TV applicants (TV Directory No. 11) and the hundreds of potential applicants, mostly broadcasters.

To put it bluntly, many are busting a gut to get the freeze over, nail down channels -- and build stations. Today, they're really sold on TV.

Contrast this attitude with that of nearly 2 years ago, Sept. 30, 1948, when freeze was clamped on. Most of the applicants were frankly buying "insurance" -- many made no bones about it. Some were even less sincere, applying for pure speculation or even publicity. Quite a few CP holders even let them go by default.

Now, there's an honest-to-goodness demand. Reason, of course, is that they've heard that TV is paying off. Certainly, it's making a lot of noise for such a mere handful of stations: 106 TVs vs. more than 2800 AM-FM stations (Vol. 6:26).

Compare the state of the industry then and now. There were 37 stations operating; now there are 106. There were 750,000 receivers; now there are close to 7,000,000. Networks hadn't yet even connected East and Midwest; now they're planning transcontinental hookups by end of 1951 (Vol. 6:25). Network and station programs were slim fare, a good deal of them experimental, only a few hours per night.

Most important factor is illustrated by this quote from our newsletter of Oct. 9, 1948 (Vol. 4:41): "Rumors crop up regularly about this or that TV station 'turning the corner' -- but investigation invariably disproves them." Today, very respectable number of stations, more than will admit it publicly, have turned that corner. In the last year or so, we've reported on exactly 36 "in the black" operations, know of many others.

Emphasizing solid value of TV stations are handsome prices paid for existing facilities in recent months, notably the $1,400,000 for Washington's WOIC (Vol. 6:25). Money folks have recognized TV's emergence from promise to profit; when freeze lifts, it's likely TV will be as bankable as AM has been.

Whetting appetite to partake are several more factors: (1) Even assuming, optimistically, that freeze will end by Christmas, first post-freeze stations

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sets have improved shielding to minimize both outside and interior interference.

RCA dealer meetings July 6 throughout country were informed that "MP" slogan means "Million Proof" ("proven in more than 1,000,000 homes"). Enormous ad campaign starts July 16 with simultaneous publication of 16-page special sections in newspapers in 40 TV cities, plus biggest magazine, radio, TV and other sales aid promotions ever undertaken. Bruno-New York's Irving Sarnoff revealed that $20,000,000 will go for advertising "for electronics alone -- no refrigerators, washers, etc."

DuMont's 17-in. table leaders won't be delivered for another 30-60 days, nor will its top-of-line 19-in. job be ready until November. It also showed 30-in. in mock-up (see story this issue) but took no orders for it. By end of distributor meeting July 7, it reported signing them up for $51,700,000 worth of merchandise. DuMont line has new chassis, features switch for fringe-area reception, new FM circuit for TV sound, all TV-only sets with phono-jacks. Company plans $4,000,000 ad campaign, highlighted by Norman Rockwell illustrations in magazines, starting with Saturday Evening Post insertions next month.

Raytheon had 150 at Chicago convention July 6, new 22-set line retaining 4 of last season's. New line intermixes dozen 16 & 17-in. rectangulars, $10 more charged for latter. Raytheon reported $10,000,000 in orders.

Sylvania has line of 25 new models, mainly with 14 & 16-in. rectangular tubes. Held over from last line are 4 sets, with prices cut $30-$100. Line leads with 14-in. rectangular table at $190 and 16-in. round table at $200.

Tele-tone offers 2 classes of sets -- a regular line of 12 models, "Imperial" line of 8, latter with more powerful chassis, better furniture. All are TV-only, with phono-jack. Single-knob tuning is featured, as is "Duo-Dynamic" circuit which it says means set uses only 100 watts instead of customary 150 to 200. Tele-tone has several sets with remote control.

Zenith is playing up optional remote control, called "Lazy Bones"; reflection-proof "black" tubes, variable speed turntable (anything between 10 & 85rpm); Phonevision outlet (Vol. 6:26); turret tuner capable of being modified for uhf (Vol. 5:11-16). All except its 16-in. rectangular use "porthole" or circular picture, but all have switches permitting viewer to change picture to rectangular.

* * * *

RCA particularly stresses radio, introducing 3 new plastic tables, each with phono-jack, at $25, $28 & $50 (latter AM-FM). There are 4 new consoles: with AM-FM-45rpm, $180; AM with separate 45rpm and 33 1/3 & 78, $200; Traditional, AM-FM with half doors and 2 changers, $240; Regency, same with full doors, $270; all in oak $10 to $15 more. Tele-tone has 4 new table radios at $12 to $18, one $25 portable, one AM-FM-phono low-boy at $140. GE this week released 8 clock radios at $30 to $40; 8 AM tables and one AM-FM at $20 to $50; 4 console combinations at $170 to $280. Sylvania has 3 AM radios, $18-$21; portable, $30; 3 clock radios, $30-$35.

MORE HAMS FINDING FOOTHOLDS IN TV: Amateurs are finally beginning to sink their teeth into TV, ingeniously finding ways around principal stumbling block -- costs. It goes without saying that, as in radio through the years, they'll make substantial contributions to TV. They already have, in fact -- leading way in reducing various kinds of interference, e.g., harmonic and oscillator.

One of most helpful techniques yet developed to ease amateurs' entrance into TV is that devised by J. R. Popkin-Clurman, Hazeltine engineer and ham. He "steals" expensive-to-generate sync pulses out of the air from commercial stations, uses them for his own transmissions (Vol. 6:8). Radio & Television News is currently carrying series of articles, by him, giving full technical description.

There's unusual concentration of active hams in San Francisco area. June QST, technical organ of the hams, has excellent roundup by staff member Edward P. Tilton. He says credit for first ham transmission of standard RTMA signal probably should go to Clarence Wolfe, W6JDI, Burlingame, who was on air May 1948. Others in area who've actually had pictures on air: Robert Melvin, W6VSV; Milton Cooper, W6QT; George Badger, W6RXW -- all Berkeley. Planning to transmit are: William S. Sadler, W6WCD, San Francisco; Robert Sutherland, W6UOV, Oakland; R. Loren Grace, W6VQV, Richmond. British and Dutch work is also covered in article.

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-- but their responses leaned towards optimistic. They flatly refuse to promise any particular grade of service at this time.

Complete 1-kw transmitting equipment, without tower or buildings, is offered for $135,000, down from previous $170,000. Further substantial decreases were promised as new power tubes, other equipment come along. RCA can't deliver 1 kw at high end of 470-890 mc band right now, but its engineers thought they would be able to before long, also that price shouldn't vary much throughout band. Transmitters up to 5 kw are expected before many months.

Visitors were impressed with neat, "commercial" appearance of equipment and record of operating efficiency -- no breakdowns to speak of in 6 months of continuous operation now averaging 340 hours monthly (rebroadcasting full schedule of WNBT, New York). What troubled most of them were "holes" in coverage behind hills, buildings, etc. and vagaries of propagation caused by foliage, rain, ice and the like.

Gradual improvement in reception has been achieved, with use of new antennas, new lead-in lines and more experience. Rather surprising, for example, is the fact that "V" antenna, one of simplest, has worked quite well in about 70% of locations. Moreover, it's often adequate for both vhf and uhf signals, unless latter are very low.

Next step in measurement program is to move most of present 88 sets to new locations for new data. Mobile measurements will continue simultaneously.

Some prospective telecasters, in non-vhf areas, are so enthusiastic about uhf that their consultants say they have to hold them down. RCA reports several have signed contracts for purchases contingent on grants. But one attorney told us he jumped on a client who had placed order, "made him cancel it."

Manufacturers have been in and out of area, sometimes unobtrusively, testing their own uhf tuners. They haven't told RCA people too much about their work, though one said he'd seen couple Zenith sets with uhf strips; he preferred not to comment on his observations. Other manufacturers who have had experts on scene: GE, Philco, Emerson, Eitel-McCullough, Tele-tone, Air King, Sears Roebuck, Hallicrafters, Collins, National Co.

Steady stream of broadcasting folk has also been through station since it started last Dec. 30 (Vol. 5:53). Among AM station "scouts" have been those from: WBRE, Wilkes-Barre, Pa.; WELI, New Haven, Conn.; WKNE, Keene, N.H.; WTIC & WDRC, Hartford; WDNC, Durham, N.C.; KFEL, Denver; KMBC, Kansas City; WCUM, Cumberland, Md.; WCAE, Pittsburgh; WATR, Waterbury, Conn.

THE SUMMING UP BY COLOR CONTENDERS: Compatibility was keynote of proposed findings and conclusions filed this week by all 3 color proponents. Even CBS, completely aware that compatibility is its major bugaboo, sought to show that its system is more compatible "in the broad sense" than other 2.

Although all 3 briefs represent enormous amount of work (CBS 370 pages, RCA 87, CTI 71), they are actually merely summaries of hearing as seen by each.

CBS insists its system is good, simple, cheap, ready; and transition to it can be smooth. CTI reasserts it has best compromise between RCA's complexity and costs and CBS's incompatibility. RCA again claims that its system performs well now, has great potential, offers greatest impetus for color because of its compatibility. They all make fascinating reading.

Only 2 others filed at June 26 deadline -- Paramount-Chromatic (Vol. 6:20-22) and DuMont. Former's was the surprise, recommending something entirely novel. They held that no system is adequate, that decision should be held off for year. However, they said, if FCC insists on choosing a system, make it field sequential -- but with a difference:

This system, said Paramount and Chromatic, should be 405 lines, 180 fields, rather than 405/144 as proposed by CBS. Purpose is to raise brightness without increasing flicker. Further, they propose, sound should be multiplexed into video, making fuller use of 6-mc channel. On top of that, horizontal interlace should be employed for maximum resolution.

Then, to get around compatibility, they came up with this:

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CBS joined parade of kine improvers, following ABC and NBC (Vol. 6:21,24). Its new "Mag-neg-tic" system employs magnetic tape for sound, 35mm negative for picture. The two are synchronized by complex servo-mechanism developed by Fairchild Recording Equipment Corp. CBS claims that system minimizes washed-out effects and edge-flares, that average viewer can scarcely tell difference between kine and live. New York's WOR-TV also announced new system called "Vidicam." Movie camera is mounted beside TV camera, grinds away whenever latter is on. Development is by Television Features (Larry Gordon Studios).

Freeze got embroiled in rough-and-tumble of Pittsburgh politics this week, when Republican Congressman James G. Fulton asserted that Democratic Senator Francis J. Myers wasn't doing enough about getting channels unfrozen for city. Fulton was also reported taking crack at FCC Chairman Coy, calling him a "former WPA bureaucrat." Also involved in fuss was Pittsburgh Chamber of Commerce unfreezing plan which included transfer to city of Johnstown's Channel 13, now used by WJAC-TV. Idea is fantastic, as far as WJAC-TV president Walter Krebs is concerned. He said he has no intention of giving up channel he pioneered.

Remotely controlled operation of a broadcast station (as against mere satellite or booster operation) may become established principle in AM-FM or TV if Rural Radio Network's experiment in running FM station WVBT, Bristol Center, N. Y., unattended, proves successful. FCC June 28 gave RRN okay to try experiment, running WVBT from FM station WVCN, De Ruyter, N. Y., using 20-25 kc subcarriers for both control and monitoring. Grant is to Dec. 1, but Commission asked for report by Nov. 1. If report indicates success, FCC said it may entertain petition to change its rules to permit "slave" broadcast operations on regular basis. Implications for expensive TV operations are obvious.

Medical TV demonstrations in 5 Latin American cities, sponsored by E. R. Squibb & Sons (pharmaceuticals) and International GE, are scheduled this summer, with first showings in San Juan, P. R., July 6-15. Companies announced plans to take twenty 16-in. sets and 5 tons of TV gear on 20,000-mile tour in New York recently, "rehearsing" by beaming surgical operation from Bellevue Hospital to UN building for benefit of 200 observers, including Latin American UN representatives. Balance of itinerary: San Paolo, Brazil, July 17-28; Buenos Aires, July 29-Aug. 11; Caracas, Venezuela, Aug. 13-22; Mexico City, Aug. 23-31.

Ad Hoc Committee's job is about done, with group expected to disband after issuing report shortly on methods for evaluating interference from 2 or more undesired TV stations. Committee's work (vhf TV propagation study) has taken a long time, requiring compromise of widely divergent ideas. But FCC seems to consider time well spent, since no major challenge of group's findings has appeared.

"TV—Who's Afraid?" titles artice in July *Fortune*, which tries in a few hundred words (and with outdated statistics) to cover whole TV waterfront—particularly its impact on other industries (radio, movies, etc.). It concludes: "TV is threatening, stimulating, shaking down, stirring up several sizable industries. In the U. S. that sort of churning has usually led to better products and better business."

TV programs "fit for children" were listed this week by National Congress of Parents & Teachers as follows: On NBC— *Howdy Doody, Kukla, Fran & Ollie, Quiz Kids, We the People, Voice of Firestone, Aldrich Family.* CBS— *Candid Camera, The Goldbergs, Lucky Pup, Ford Theatre.* ABC—*Singing Lady, America's Town Meeting of the Air, Twenty Questions, Paul Whiteman Teen Club.*

House passed cuts in excise taxes 375 to 14 June 29, bill (HR-8920) providing also for increased corporation taxes. Senate Finance Committee will meet in executive session July 3 to determine dates and procedures for its hearings—not expected to take as much time as House did (Vol. 6:15-18, 23, 25). TV is untouched in House bill. Excise collections on radios and phonographs for May totaled $4,436,908, Bureau of Internal Revenue reported, compared to $4,008,782 in April, $3,595,361 in May 1949.

Discussion of oscillator radiation problem (Vol. 6:8, 14, 17-23) between new RTMA president Robert C. Sprague, FCC Chairman Coy and chief engineer Curtis Plummer left Coy with impression Sprague feels gravity of situation sufficiently to go out and "evangelize" among manufacturers. Coy considers industry's efforts to date meager in view of haste needed.

Search for TV circuit simplification can result in decreased manufacturing costs, hence lower price—and can lead to performance improvements, too. Sylvania Laboratories' W. B. Whalley, at Radio Club of America New York meeting June 15, reported the accomplishment of: (1) Single stage direct coupled video amplifiers, making picture less susceptible to auto ignition interference. (2) Use of germanium crystals, providing second detectors with better linearity for improved contrast range. (3) Circuit combinations, permitting choice of video amplifier tube which, in turn, lessens danger of sync pulse compression, possibility of "buzz" in intercarrier system. Whalley's advice on viewing distance: Walk back from screen until scanning lines disappear, then move back another foot.

If RCA, which makes them, is coming out with printed circuit tuners in upcoming receivers, it's being kept deep-dyed secret. Hallicrafters, of course, was first to announce sets with them (Vol. 6:10, 21). Philco engineering v.p. Leslie J. Woods, asked at Atlantic City last week what he thought of them, said: "There is nothing inherently wrong with printed circuits, but so far we have not been able to achieve the perfection with printed circuits that can be obtained with other means."

Cost of 4-station uhf Polycasting unit, each transmitter radiating 2 kw, would be about $72,000 (excluding studio and control equipment), and unit would give same service as single 1000-kw station, according to system's proponent, engineer Raymond M. Wilmotte (Vol. 5:46). He submitted estimates, obtained from Gates, GE, Raytheon and Westinghouse, in response to questions from commissioners during color hearing. Cost of 1000-kw station, says Wilmotte, "would clearly be far greater" than for Polycasting setup.

Children must learn to live with TV because it's here to stay, asserts Elizabeth B. Hurlock, Ph.D., in her Child Training department of June *Today's Health*, official publication of American Medical Assn. She gives parents this advice: (1) Don't put TV in "forbidden fruit" category; apportion viewing time. (2) Help child choose programs. (3) Watch and criticize shows with child when possible. (4) Exploit TV's educational value in music, art, news, history, travel, etc. (5) Encourage other activity, particularly outdoor play; don't use TV as easy tool to keep child out of mischief. (6) Use TV as reward, for good grades, etc. (7) Novelty will wear off; TV will assume more reasonable niche in child's life.

Latest articles on radio-TV law, by studious Harry Warner, of Segal, Smith & Hennessey, Washington law firm: "The Applicability of the Lanham Trade-Mark Act to Radio and Television Service Marks" in April *Southern California Law Review*; "Legal Protection of Program Ideas' in April *Virginia Law Review.*

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Make all uhf color-only, all vhf monochrome-only; make each vhf station duplicate all programs on uhf. This, they argue, would promote both uhf and color, retain usefulness of present sets. Unstated but underlying assumption is that this setup would clear way for abandonment of vhf when and if desired.

Paramount people say they're unhappy about interpretation placed on proposal by some in trade. They insist they aren't favoring CBS system, are merely offering plan as least of all evils if FCC feels it must adopt standards immediately.

If FCC should become excited about those suggestions, presumably it would reopen hearing to get full details. Then, if it decided vhf-uhf duplication is desirable, it would have to throw its proposed allocations into discard, start all over again. It will take a lot of convincing to sell Commission on that course, particularly since it could cause decided lengthening of freeze.

DuMont didn't file regular proposed findings, but submitted "reference in concise form" to testimony of its witnesses for convenience of Commission. FCC told DuMont its document didn't conform to rule on briefs, turned it down.

Most commissioners haven't yet had chance to read all through briefs. Plan is still to plunge immediately into full-dress color consideration July 11, day after deadline for participants' replies to the briefs filed this week.

Condon Committee's report on color, meanwhile, is still to be delivered to Sen. Johnson, who wants to get it before FCC as soon as possible. Johnson plans to make document public as soon as he receives it.

* * * *

Lawrence tri-color (Vol. 6:20, 21) was fired up in Paramount's New York labs for first time this week. Tests were of most elementary nature, since color-generating equipment isn't available yet, but Paramount engineers were elated, claiming performance is everything hoped for, as far as such limited tests can show. Dr. Ernest Lawrence, tube's inventor, was in from California for demonstrations.

Resolution was in excess of 300 lines, it was claimed. Brightness wasn't measured, but looked satisfactory. There was absolutely no color contamination, they claimed. Machlett-made tube looks exactly like conventional 16-in. metal-coned unit, uses single gun, works at 10,000 volts. Two more tubes are due shortly. Problems of mass production are still considered minor. Full-scale tests, demonstrations for FCC, etc., will be carried on with DuMont color chain, expected soon.

* * * *

Talk of abandoning vhf, moving all TV to uhf persists despite vehement denials of any such intentions by commissioners (Vol. 6:24). Some people contend that other services, particularly military, will exert so much pressure for release of vhf that question will be taken out of FCC's hands. They think that action may be forced from above, perhaps through President's Communications Policy Board (Vol. 6:4, 5, 7, 10). But, so far as we can discern, it's all still mere talk -- with no semblance, as yet, of official inspiration.

BUGS IN NEW 'VIDEOTOWN' SURVEY: Pessimistic gauge of 1950 set market, by Cunningham & Walsh ad agency, got considerable trade and newspaper attention this week. But a few obvious facts easily refute its bearish outlook.

After studying agency's third annual "Videotown" survey (first 2 by Newell-Emmett, Vol. 5:28), v.p. John Cunningham issued "warning" to industry that set population may only double this year. Assuming 4,000,000 sets extant at end of 1949, that would mean sales of only 4,000,000 this year, compared with commonly predicted production of 6,000,000 or more.

Videotown survey, conducted in April, comprised interviews with 3007 TV and 625 non-TV families in an unidentified town of 40,000 within 40 miles of New York.

Mere glance at 1950's production and sales to date shows agency's dire prediction scarcely warranted. At end of May, some 2,530,000 sets had been produced. Figuring 400,000 or so for June (May was 470,000; Vol. 6:25), you get very close to 3,000,000 for half year alone. And you can be sure that all but a few thousand of those have been sold -- to clear way for confidently anticipated fall-winter boom.

Cunningham's conclusion points up danger of "extrapolating" limited data,

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MARTIN CODEL'S
INFORMATIVE NEWS SERVICE
TO THE
NATIONAL BROADCASTING
TRADE AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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June 24, 1950

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WASHINGTON, ROCK ISLAND & MEXICO CITY: Newspaper activity highlighted this week's big news from the TV stations:

(1) Washington Post's WTOP Inc. (45% owned by CBS) purchased WOIC from Macy dept. store interests (WOR & WOR-TV) for cash sum in neighborhood of $1,400,000.

(2) Rock Island Argus' new WHBF-TV was ready for formal Channel 4 debut next Saturday (July 1), making it nation's 106th outlet, Quad Cities' second (other is WOC-TV, Davenport) -- and the 39th owned by newspaper interests. Washington Post acquisition, when approved by FCC, will make 40.

(3) Mexico City Novedades (Romulo O'Farrill) was all set to begin tests July 6 of its new XHTV on Channel 4 -- first TV outlet in the Americas outside U.S. (Vol. 6:16,19). RCA fieldman W. C. Cothron, handling installation, reports everything nearly ready. Station opens up new market for U.S. receivers, programs, etc.

* * * *

Washington Post purchase of WOIC was quietly engineered at top levels (by millionaire owner Eugene F. Meyer, his publisher son-in-law Philip Graham, the CBS hierarchy, Macy's president Jack I. Straus) after efforts to buy DuMont's WTTG had proved unavailing. It came as complete surprise to staff, especially in view of Straus' repeated statement station wasn't for sale. WTOP manager John H. Hayes will probably head WOIC, now managed by Eugene Thomas, onetime WOR sales chief.

Price gives Macy interests substantial profit, accepting their statement that Channel 9 station stood them between $800,000 & $900,000 by time it began operating in January 1949. Station has forged ahead steadily, with some months in black and profitable operation reasonably assured when new rate card goes into effect later this year. Curiously enough, WOR engineering chief Jack Poppele urged the Washington investment on his principals when local interests held back for fear of TV costs; grant of April 26, 1946 took more than 2½ years to get started.

Though CBS 45% minority may charge this station up as unit against network's allowable limit of 5 TV outlets (it owns New York's WCBS-TV, 49% of Los Angeles' KTTV, is trying to buy Don Lee's KTSL, Los Angeles), fact is that publisher Graham holds voting trust of CBS stock. Both 50-kw WTOP(AM) and WOIC are CBS affiliates.

WOIC is third TV outlet to be purchased by newspapers in recent months: Dallas News paid $575,000 for KBTV, now WFAA-TV (Vol. 6:4,11). Houston Post bought KLEE-TV for $740,000 (Vol. 6:13,21); it changes call to KPRC-TV July 3.

WORLD TV STANDARDS STILL FORMATIVE: American TV, as did our movies, must someday become a substantial export commodity -- both equipment and programs. This presupposes technical operating standards ("gauge of track") compatible with those which have made this country world TV leader in the scant few years since war ended. Problems of standards are now engaging some of best minds in industry, marshalled under State Dept. auspices.

Three TV systems in the world seem to be prospect for visible future -- and 2 of them, very much alike, may wind up as standard for virtually every country except United Kingdom (Britain). There are even predictions Britain may switch eventually, especially since at least one large dominion, Canada, is virtually certain to follow U.S. patterns for obvious reasons.

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WITH AM FM REPORTS

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June 10, 1950

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NO THAW ON FREEZE UNTIL NEXT SPRING? "End of year for end of freeze" has been common prediction, growing out of FCC Chairman Coy's frequently expressed "hopes" -- but around FCC they're beginning to talk of much later dates. You now hear estimates as late as May 1, 1951, based on "realistic" considerations. At least, that was estimate offered committee of National Appliance & Radio Dealers Assn., who called at FCC this week, met with Comr. Hyde, staffmen Plotkin and McCoy. Thinking was:

Even assuming color decision by Labor Day, and no delay in plunging into uhf-allocation hearings (Vol. 6:22), it's fairly certain those basic problems will take until end of year -- or later. Then, thought is to allow some 60 days for filing new applications and amending old ones. Then there should be non-competitive grants, but merely beginning of hearings on competitive applications (which will be most numerous since first choices obviously will be vhf channels in major markets).

Thus, only a few new stations can get on air by end of 1951, assuming transmitter, tower and other contractors can deliver promptly. Chairman Coy, you'll notice, made no predictions in RMA speech (see Special Report herewith).

NARDA delegation also called on Sen. Johnson, got brushoff when asking him to exert influence to hasten end of freeze. He gave them 2 hours, but intimated their motives were mainly to move excess of TV sets from floor. He also noted that color may make sets obsolete, remarking that people in frozen areas (like his own Denver) have thus actually been exempt from obsolescence. NARDA is carrying on active anti-freeze campaign, urging Congressmen, editors, etc. to help correct situation whereby "40% of the public has no TV whatsoever and another 40% can enjoy programs from only an extremely limited number of stations" (see Trade Note).

RCA, HAZELTINE, DuMONT & PATENT PEACE: There's more than meets the eye, and much that affects the purse, in this week's news about TV-radio patents. Most sensational, of course, was RCA's reduction of royalty rates on TV receivers from 2¼ to 1¼%, on AM-FM receivers and electric phonos from 2¼ to 1⅛%, on receiving and cathode ray tubes from 2½ to 1¾%, and on other apparatus.

Just about every manufacturer thus gets reduction in basic costs, which probably will be reflected in lower selling prices. The savings should run into millions of dollars. New rates are effective from June 1.

RCA's action was hailed by the industry, particularly when news seeped out at RMA's Thursday convention sessions in Chicago. But it was only one facet of week's big patent developments. Seriatim, here's what happened:

(1) U.S. Supreme Court Monday (June 5) upheld Hazeltine's standard radio receiver license agreement (approximately 1% royalties) in suit of Automatic Radio Mfg. Co., Boston, which had taken out 10-year license in 1942, then in 1946 refused to pay royalties, claiming misuse of patents and contesting validity.

Significant in 6-2 opinion written by Justice Minton (Douglas and Black dissenting, Jackson not participating) was finding that it's not misuse to require licensee to pay royalties based on sales even though none of licensed patents are used. Court held such "royalty provision...creates no restraint of competition beyond the legitimate grant of the patent. The right to a patent includes the right to market the use of the patent at a reasonable return."

What licensee really pays for, court said, is "privilege to use any patent

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Special Report
June 10, 1950

WHAT'S EXPECTED OF THE MANUFACTURERS

Problems of Freeze, Color, UHF, Oscillator Radiation, Aural Radio, Research

As Discussed in Address by FCC Chairman Wayne Coy

Before Annual Convention of Radio Manufacturers Assn., Chicago, June 8

THE theme of my remarks here tonight is the expansion that lies just ahead for the radio manufacturing industry of America, some methods by which that expansion may be fostered, and the stake of the public in that new era of your development.

Tonight, the radio manufacturers of America can look back upon an exciting, dramatic history of accomplishment. In a comparatively short space of time you have made yours one of the leading industries of the leading industrial nation of the world.

You have built for the American people transmitters for some 3000 FM, AM and TV broadcasting stations and more than 100,000,000 broadcasting receiving sets of all types. You have produced hundreds of thousands of transmitters and receivers for radio communications systems for almost every social, economic and industrial activity, many of them new and novel applications. Over and above the domestic needs, you have exported the products of your factories around the globe and have thereby added lustre to the fame of American mass production genius.

You are in the extremely fortunate position of serving a public that is radio-minded—radio-minded as perhaps no other people in the world. Figures just released by the Department of Commerce point up the activity in your industry. In the first two months of this year, sales of almost every major classification of merchandise by department stores were down 2 to 34% from the corresponding period in 1948 and 1949. But radios, TV sets and phonographs were up 159% over 1948 and 121% over 1949.

Maximum Utilization of the Spectrum

Perhaps the key problem of all of us concerned with radio at this particular time is the maximum utilization of that natural resource in the public interest. For the public, maximum utilization of the spectrum means maximum service. For the broadcaster, it means maximum coverage. For the radio manufacturer, it means maximum production. And for the Federal Communications Commission, it means the fulfillment of the mandate of Congress to encourage the larger and more effective use of radio in the public interest.

You gentlemen construct the vehicles that haul our loads of communication up and down the electronic highways of the radio spectrum. That spectrum space is so precious that we should strive for the most efficient operation, the maximum utilization of these highways of the ether.

That is why at this particular stage of radio's development the radio manufacturer finds himself more and more confronted with problems that the manufacturer of yesterday might not have considered so immediate to his planning. But now it is becoming increasingly obvious that the extent of our efficiency, ingenuity and economy in employing these highways determines the extent of the manufacturer's production opportunities.

I think TV affords a splendid example of the mounting importance of the inter-relationship of the manufacturer, the broadcaster, the public and the government.

In the TV area of the radio spectrum we have seen what happens when, in response to enthusiastic demands for a new and exciting broadcast service, we authorized more traffic on the electronic highways than the development of the art would permit. The result was a traffic jam that could only be straightened out by halting all new construction. In this particular instance the solution of the over-crowding was complicated by the necessity of providing for color, along with black and white, in the spectrum space allocated to TV, if we are to have color in the foreseeable future.

The Freeze, Color and UHF

In general, we seek the same objectives: We want to lift the freeze as soon as practical so that construction of stations can resume. The freeze has already lasted more than a year and a half. We want to employ channels in the Ultra High Frequency Band so that we can have many more stations and give the public by means of a proper distribution of station assignments, a truly national and competitive TV broadcasting system. We want to have color if it is feasible. To use only black-and-white pictures when color is feasible would not be maximum utilization of the spectrum.

The color phase of the Commission's hearing was concluded on Friday afternoon, May 26. Proposed findings, arguments and rebuttal briefs will be in the hands of the Commission on July 10 and then the decision-making process can get under way. The most critical questions which the Commission must decide as a result of this phase of the hearing and in the light of the continued halt on the construction of television stations are:

(1) Can we get good color TV in a 6-megacycle channel?

(2) Are the interference conditions, which affect the station assignment plan, the same, substantially the same, or more or less critical than for black-and-white TV?

The Commission could answer the first question in the negative and, therefore, express no concern as to question No. 2. Such an answer would have these consequences:

(a) Color no longer would be an issue prolonging the freeze.

(b) Color would not be available to the people of this country until some unknown date in a presently unknown and probably presently unexplored part of the radio spectrum, perhaps as far away as two or three decades, if at all. I add "if at all" because TV is now allocated such a large amount of the known radio spectrum that it is very doubtful if additional space will be granted this service in our lifetime in view of the many, many other demands for use of the spectrum.

Some of you have made it clear that you would answer the color question in the negative. Others in your organization have strongly inferred such an answer would be yours. But most of you, in my opinion, see the merits of

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the proposition that adequate provision for both color and black-and-white TV must be made now in the public interest and in your own interest, if such action is possible at this time.

Key to Lifting of the Freeze

The Commission can answer the question affirmatively by any one of the following decisions: the writing of engineering standards for color TV transmission; provision for multiple standards, permanently or temporarily; or provision for further experimentation and development.

Involved in the making of such an affirmative decision is the consideration, among other things, of whether apparatus for the showing of color from any of the proposed color systems has been developed or seems *certain* of such development as would permit the sale of receivers at a sufficiently low price so as to be economically available to practically all homes in America.

As to the question of color in 6 mc, we have had help, great and important help, from segments of the radio industry. At times it has seemed that some segments of the industry wanted to hold back color for another day, even at the risk of not having color in the future. But on the whole color has progressed in its developments at a rather rapid pace. It seems to me that the inventive genius of the electronic scientists has been stimulated and put to working overtime. I see no stopping the advance and I see no one willing today to lie down in its path as an impediment.

I must, however, express my concern about the help the Commission has had on the interference problems of color TV, a key to our station allocation list if we are to have color or, to put it another way, a key to the lifting of the freeze. I cannot and I do not ignore your interest in lifting of the freeze. I recognize the necessity of such action not only in your interest but in the broader public interest.

But I do not understand why the Commission has had such difficulties in getting necessary information from the industry on these interference problems. We have had to prod you continuously for it in the face of the assumptions which you were giving us to the effect that the interferences would be the same as in black-and-white.

You say it isn't your problem—that it is the problem of the proponents of color systems and the Commission.

Problem Is Also the Manufacturers'

And I say to you it is your problem and it is to your selfish interest that you regard such problems as your own. Anything that determines the size of the service areas, including the people living in the marginal service areas, determines the size of your market. Complete and accurate knowledge of both the co-channel ratios between stations and the magnitude of undesired interfering signals are large factors in determining the size of your markets. Having useable TV signals reach all the people of this country is in the public interest and likewise serves your economic well-being.

And I do not think it will be difficult for me to establish with you the view that it is in the public interest—and in your own interest—that TV quickly achieve its full potential of usefulness to the American people. TV must have something to say to the people of this country. It is not to your interest that it become third rate, or even second rate, in the field of entertainment, culture, education and as a "window on the world".

TV must be an affirmative force in our national life. It is to your interest as manufacturers that every possible program resource is available to the telecasters and thus to the homes of America. We must be as vigilant in guarding against monopolies in the creative fields—the greatest source of programming materials—as we are in the marketing of electric light bulbs or groceries.

On Monday [June 5] the Commission began a hearing on the petition of the American Telephone and Telegraph Co. for an allocation of a portion of the UHF for common carrier services. This hearing is a harbinger of further conflict over the use of the radio spectrum.

Next Steps: Color Decision, Then Allocations

Following this phase of the hearing and the decision on the color issue our next step will be to begin taking testimony on the general allocation part of this hearing. In this general allocation phase we will take up the feasibility of employing the UHF, antenna heights, power, spacing between stations in the VHF and the UHF, classification of stations (metropolitan, rural, community and perhaps some intermediate class), directional antennas, offset carrier, carrier synchronization, service areas, oscillator radiation, stratovision, polycasting, the reservation of channels for non-commercial educational stations and metered television.

This portion of the hearing will be followed by the hearing on allocation of channels, in both VHF and UHF, to specific communities throughout the country.

When all this is completed, the Commission will proceed with the processing of applications as speedily as possible. In some communities there will of course be delays because of hearings on competitive applications.

Considering the large number of station assignments available, and considering the tremendous enthusiasm already evidenced by the public, and considering the improved and relatively interference-free allocations we will have, it is easy to understand why some of your industry leaders are predicting that there will be 28,000,000 sets in use within the next four years.

The Oscillator Radiation Problem

And now I wish to refer to another area in which the radio manufacturer is confronted with new opportunities to improve the effectiveness of his operations in the light of the realities of today's radio transmission conditions and thereby further serve the public interest.

The problem I refer to is interference caused in some areas and under certain circumstances by TV and FM receivers having excessive oscillator radiation. The TV or FM set in the living room, if proper safeguards have not been built into it, is in effect a schizophrenic—a split personality—a Dr. Jekyll and Mr. Hyde.

In the living room, as Dr. Jekyll, it shows a smiling, benign face to its owner, amusing, informing, spellbinding, even educating or uplifting. But simultaneously, as Mr. Hyde, it may be up to nefarious activities elsewhere. It may be radiating interference which is causing havoc far and wide. It may be spoiling television reception for many blocks away—producing shimmying and Venetian blind and herringbone effects on the screen.

It and its companion miscreants may be causing hundreds, even thousands of TV set owners to gnash their teeth, tear their hair, complain to TV stations and the FCC, or perhaps to wind up by demanding that the TV retailer come and take his set back and refund their money.

It may be up to something far more sinister than spoiling somebody's TV enjoyment. It may be acting as a deadly weapon, interfering with aviation radio and endangering the lives of passengers on airliners.

What is happening? As a split personality the TV or FM set is acting as both a receiver and a transmitter.

The TV and FM receiving sets, by thus transmitting radio waves far and wide, are also interfering with each other. Interference-wise they are their own worst enemy. It is a kind of an electronic cannibalism in which they are all trying to destroy each other.

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This problem is grave enough today when we have only 105 television stations on the air and more than 6,000,000 receivers in the hands of the public. But after the freeze is lifted and hundreds of new stations go on the air and the number of receivers climbs to 10,000,000, 20,000,000 and 30,000,000 this problem could become extremely magnified unless something is done about it now.

Possible Solutions

Three possible solutions have been advanced:

(1) Reallocate channels.

(2) Change the intermediate frequencies of receivers.

(3) Limit the amount of receiver radiation.

To reallocate channels would mean a reduction of the number of TV stations and would require a change in the frequency of many stations now on the air. This seems quite impractical.

Both the Commission and the RMA have given considerable study to the possibility of changing the intermediate frequencies of receivers. If the industry changed from the present almost universally employed 21.6-26.1 mc intermediate frequency to 41.2-45.7 mc, it could completely eliminate oscillator radiation in the VHF TV channels, but the signal generated would cause interference to vital safety services, primarily aviation.

As to the third solution—limiting receiver radiation—both the Commission and industry have taken some steps looking thereto. In its Notice of Proposed Rule Making on April 13, 1949, relating to the revision of Part 15 of its Rules, the Commission proposed to bring receiver oscillator radiation under its rules. In the discussion of ways of specifying a limitation a value of 15 microvolts per meter at a distance of 100 feet was used by way of example.

No such value has been formally proposed but tests of different types of receivers and a careful study of receiver requirements indicate that such a value may be achieved by TV receivers if adequate consideration is given to the problem in the design stages.

During the war the Commission required that the radiation of shipboard receivers should be less than 400 micromicrowatts, which corresponds to a field intensity of about 4 microvolts per meter at a distance of 100 feet.

In contrast, in September of 1948 the RMA Committee on TV receivers suggested a limitation of 25 microvolts per meter at 1,000 feet. Under conditions of rural reception each receiver would cause interference to about 1/100th square mile under the suggested value of 15 microvolts per meter, whereas the RMA proposal could result in interference over an area of about one sq. mi.

However, tests on recent receivers indicate even the more lenient RMA proposal has not been met in practice.

Of course, cost is a factor in the determination of a reasonable and tolerable level of suppression. At the present time exact information on such costs is not available as methods of suppression are still under study. However, informed opinion is that it is a matter of a few dollars on the price of each receiver. In any event, the results of our failure to take the necessary corrective action will be so far-reaching that we cannot allow the relatively insignificant increase in receiver cost to stand in our way.

Three committees are now working on this problem. There is a Central Coordinating Committee composed of representatives from the FCC, the RMA and the American Standards Association. As a contribution to this work, the American Standards Association Committee C-63 is studying receiver susceptibility for various services which may receive interference, radio noise and methods of its measurement. Also, the RMA Committee R-15 is obtaining data from RMA members and cooperating organizations as to the amounts of radiation from present TV receivers and as to methods of measuring and reducing such radiation.

The Commission has asked the parties in the color TV hearing to file as a part of their proposed findings of fact, a statement of the precise data available concerning the susceptibility of the system and various types of apparatus to interference and similar effects, and a statement of how such interference may be minimized with respect to oscillator radiation as well as other types of interference.

Reducing Radiation in New Models

In the meantime, the Commission solicits the wholehearted cooperation of the radio manufacturing industry —those outside the RMA as well as the RMA members— in this important problem. The Commission also solicits the cooperation of servicemen, retailers and broadcasters in alleviating local conditions pending a general solution of the problem.

Some manufacturers are already making plans to reduce radiation in their upcoming models. Other manufacturers, however, are making no plans. Meanwhile, receivers continue to cascade off the assembly lines at the rate of 400,000 per month. The need for action is urgent.

The question before us now—today—is whether the cooperation from the industry will solve the problem or whether it will have to be solved under the power of the Commission to license transmitters—and that is what we are dealing with in the cases of those receivers radiating excessive amounts of power.

As many of you know the Commission maintains 19 monitoring stations over the nation to act as watchdogs of the air waves, to police all illegal radio transmission and to track down interference. However, in view of the skyrocketing growth of radio, we cannot hope to keep the situation in hand without stringent regulations.

The Commission may have to establish interim standards. But in certain areas where safety of life and property is jeopardized immediate action is mandatory.

All of us here recall how industry after industry in the past has had to set up safeguards when an aroused public decided that the public interest was being injured. The railroads have had to eliminate grade crossings. The building industry has had to meet zoning and safety regulations. The drug industry has had to establish the safety of new drugs before they are permitted to market them. The maritime industry, after tragic shipwrecks, has been required to adopt various life-saving measures.

The public looks to us—both the industry and the government—for a solution. We cannot evade it. The amount of goodwill, broad-gauge thinking, concern for the welfare of the radio manufacturing industry as a whole and the regard for the public interest that you exhibit here will be a test of the leadership and sense of responsibility of this giant industry. . . .

Opportunities Yet in Aural Radio

Now, because I have talked so much about the problems of TV, I would not want anyone here to get the impression that I think that your upcoming opportunities for expansion do not include aural radio.

I reiterate that despite the welcome addition of TV, we are going to need a strong, healthy and indeed improved system of aural broadcasting.

You have a tremendous stake in the improvement of that system.

And the public has a tremendous stake in the improvement of that system.

Despite the undoubted rosy future of TV it will be many years before many small communities can support

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their own TV station. In the meantime, they are going to need a local radio station to give them their local news, to serve as a forum for the discussion of local issues, to serve as an outlet for their local talent. And even in the larger cities we are seeing today that there is a growing demand for the services of aural stations that can cater to specialized tastes.

The great post-war demand for AM radio stations resulted in hundreds of American communities getting their first station for serving local community needs. On the other hand because of the limitations of the AM band, these stations could only be installed at the cost of creating interference to the existing stations and cutting down the range of most of the existing regional and local channel stations. The local station in many areas can give interference-free service at night to an area within a radius of only a few miles. The daytime station of course leaves the community without its own local radio service when the sun goes down.

Some observers predict that this interference problem will be aggravated in the near future by interference to secondary AM service areas from Cuba and Mexico—regardless of whether or not there is a North American Regional Broadcasting Agreement.

FM's Superiority Over AM

Can we continue to justify our tolerance of these defects in AM when we have at hand another system of sound broadcasting—FM—that has none of these defects and has, moreover, some other highly desirable advantages?

FM's superiority over AM is as unchallenged as ever—freedom from static, noise and fading; with day and night operation and high fidelity and with many more high power stations of uniform range so that competition must be on the basis not of power but of programming.

With FM we can give American communities more local stations to serve their local needs; and stations that will reach far, far beyond their present AM stations with a clear, loud signal and with stations that aren't blacked out at sunset.

It is a startling but true fact that a Class B FM station can cover from 300 to 500 times the area now served by many local channel AM stations at night.

FM has had a rough time.

Only a handful of [FM] broadcasters are showing a profit or are near a profit status. They complain that networks treat FM as a stepchild; that they refuse to affiliate with FM stations even though FM stations provide additional coverage, particularly at night; that networks have never provided proper, high fidelity inter-city network lines. And they complain that manufacturers have not produced easy-to-tune, stable and cheap FM receivers; that manufacturers are so preoccupied with television that there is a substantial unmet demand for FM receivers in many communities.

The FM members of the National Association of Broadcasters have asked manufacturers to install FM tuners in all television sets. The circuitry of FM is such, I am told, that it can be added to the TV set at comparatively small cost. In TV sets which have continuous tuning the cost would be negligible.

'FM Could Ride TV Piggy-Back'

This would mean that FM set production could ride TV piggy-back up the ladder of success. Every TV market would, therefore, automatically become an FM market. At this stage of TV's development when daytime service is limited, such an arrangement would make it convenient for the set owner to snap on the FM when TV is not on the air. Whenever a manufacturer sells a TV-only set as the principal receiver in the home, he is slamming a door on aural radio.

Such an innovation by the manufacturers would be a tremendous spur to FM while being an extra sales argument. Rendering this service would be a splendid example of manufacturing in the public interest.

But even today we have 5,500,000 sets with FM, which does not compare unfavorably with the 6,700,000 TV sets produced up to date.

And here is another significant fact: FM, despite its many growing pains as an infant service, has in these five post-war years grown to more than 700 stations that give the nation more total nightime coverage than is given by all the regional and local AM stations after AM's quarter of a century existence. The area covered by these stations holds 100,000,000 people.

A survey just completed in New York City shows that there are now three times as many sets with FM as there were two years ago and furthermore that the number of families actually using their FM sets has also tripled. It also found that more than 10% of all the homes are using their FM sets in preference to AM.

The future of our aural broadcasting system is a matter of concern to the broadcasters of this country and to the FCC. And when it is viewed in the light of future marketing opportunities for your products, I am sure you will agree that it is a matter of urgent importance to the radio manufacturer.

I believe that the points I have discussed here tonight point to the inevitable conclusion: that radio—all types of radio—is living in a shrinking spectrum and that the radio manufacturer, if he is to build soundly for the future, must take the implications of that into account.

He must project his planning beyond circuits, cabinets, inventories. He must plan beyond vacation shut-downs and next season's new models. The broad base of radio itself must be of prime concern to him. Why are we in a freeze today which has already halted all new TV construction for more than a year and a half? Principally because of lack of basic information. That information must come in large part from radio manufacturers. It should be produced as the result of a consistent year-round research by the members of your industry.

Job To Be Done in the UHF

For example: We are now proposing to quintuple the number of TV channels by moving into the UHF. Here is a problem involving the expenditure of hundreds of millions of dollars by the public and by the radio industry. This part of the spectrum is relatively unexplored for TV purposes. And yet in all America there were only a half dozen experimental UHF TV stations broadcasting programs last year and they were on the air for limited periods. Another half dozen licensees have carried on propagation studies and other limited research in the UHF. A billion dollar industry is no place for operation by guess.

We cannot afford—and the public will not long permit us to plan our radio system on a crisis basis. By allocating a reasonable amount of your energy and your money to such research programs you will be helping to assure the stability of your industry and you will be serving the public interest.

Your responsibility for instituting research programs to help chart a sound course for radio's future cannot be negated by the claim of the stresses of business competition. In fact, the interest of the radio art, the interest of your industry and the interest of the public would be best served by a healthy competition that would extend not only to products and prices but to fundamental research that will pave the way for consistent expansion. . . .

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MARTIN CODEL'S
AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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PRICES, PRICES, WHO'S GOT THE PRICES? Watching the front runners jockey for position, in preparation for TV's huge fall-winter sweepstakes, would be amusing were it not such deadly serious business. At week's end, each of the favorites was seeking to conceal its new price listings from the others, playing a cagey game of hide-and-seek. But it's only a matter of days, now, before the facts will be out -- and in few weeks the production and merchandising race will be on in earnest.

All odds favor the public getting 12½-in. name brands at prices still further under $200 level; new 14-in. rectangular models at or near early-1950 prices of 12½-in.; 16-in. models at substantially lowered prices -- beginning at around last fall's 12½-in.; 19-in. gradually reducing to old prices of 16-in. The 17-in. rectangulars and 20-in.-and-larger models are still dark horses.

Better production know-how, lowered picture tube prices, keenest kind of competition among the majors (top 20 easily do 90% of volume) as well as among the 90-odd smaller companies -- all spell improved quality at lower prices this fall and winter. How closely the big boys are guarding price "secrets", is indicated by fact GE distributors were shown new line in Syracuse this week (14 & 16-in. rectangular), promised late July shipments "on memorandum basis," prices to be quoted later!

Philco distributors were to be told about new line of 34 TV and 27 radio models at Atlantic City convention Saturday (June 17) -- but prices were not releasable until Philco's 5000 dealers convene there Monday & Tuesday. Admiral promised "most spectacular array of new TV models ever presented" at distributor meeting in Chicago's Edgewater Beach Hotel, June 17 also, accent to be on 16-in. rectangulars and 19-in. and 2 new plastic models -- no radios. RCA previewed its unpriced models to own field force in Atlantic City this week, will show to distributors shortly.

Motorola as usual is mum, which would indicate it's waiting watchfully, as it did last winter when it didn't price sets until second day of Chicago marts. But its so-called interim line of four 14 & 16-in. models (Vol. 6:22) may be indicative; and its distributors and dealers are due to be shown more momentarily. DuMont distributors meet in New York's Hotel Pierre, July 6-7; Stromberg-Carlson starts series of exhibits in Rochester, June 22; Arvin convenes in Moraine Hotel, Highland Park, Ill., June 19-20; Trav-ler in same place, June 23-24.

Interim and early fall models already released were fully reported in recent issues: DuMont (Vol. 6:16); Meck (Vol. 6:17); Emerson (Vol. 6:18); Hallicrafters & Starrett (Vol. 6:19); Admiral & Majestic (Vol. 6:20); Motorola, Philco & Westinghouse (Vol. 6:22). These doubtless are subject to change -- and we'll learn lots more at exhibits June 19-29 in Chicago's Furniture and Merchandise Marts, then July 10-17 at Music Merchants Show in Chicago's Palmer House.

SIZEABLE MARKETS STILL AWAITING TV: Come end of freeze and authorizations of new stations (Vol. 6:23), some of best marketing areas of country should get their first stations -- for there are many more still unserved by TV than seems apparent at first blush, considering enormous impact of the mere 105 stations now serving only 62 areas. Actually, only one more brand new market area is certain to be opened up this year -- Nashville, ranking 56th, where WSM-TV is aiming to start about Sept. 1.

Analyzing present FCC allocations of TV channels by metropolitan districts and their sales rank, using same table based on 1940 census as FCC used (see p. 65,

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TV Directory No. 10), we find among 50 top sales areas just 10 as yet without TV outlets: Hartford-New Britain, ranking 20th; Portland, Ore., 22; Denver, 26; Scranton-Wilkes-Barre, 30; Springfield-Holyoke, 32; Akron, 35; Youngstown, 36; Worcester, 41; Allentown-Bethlehem-Easton, 43; Lowell-Haverhill-Lawrence, 45. Populations of all of these are above 300,000, subject to revisions when 1950 census is reported.

Studying next 50 areas in FCC's ranking, we find 34 must yet get their first TV stations -- all of them 100,000 or more population in 1940, probably considerably more now: Bridgeport, 53rd (leaving out of account RCA-NBC still experimental uhf station there); Sacramento, 54; Fall River-New Bedford, 55; Nashville, 56; Des Moines (served from Ames), 59; Trenton, 60; Tampa-St. Petersburg, 61; Canton, 63; Flint, 64; Peoria, 69; Harrisburg, 70; Spokane, 71; Duluth-Superior, 72; Reading, 73; Tacoma (served by Seattle), 74; Chattanooga, 76; Saginaw-Bay City, 77; San Jose, 78; Fresno, 79; South Bend, 80; Fort Wayne, 81; Wheeling, 82; Atlantic City, 83; Waterbury, 85; Wichita, 86; Knoxville, 87; Charleston, W.Va., 88; Portland, Me., 89; Beaumont-Port Arthur, 90; Huntington, W.Va.-Ashland, Ky., 92; Evansville, 93; Shreveport, 96; Racine-Kenosha, 97; Little Rock, 98.

Note: Since last Jan. 1, only 7 new applications have been filed, making total pending to date 349 -- all reported in TV Directory No. 10 and Addenda. FCC in imposing freeze urged no applications be filed before lifted (Vol. 4:39-40), stating they would be given no priority. FCC's table of proposed allocations by states & cities, vhf & uhf, is available as Supp. No. 64; by vhf channels, No. 65.

'WARNING' TO NEWSPAPERS & TELECASTERS: No signs of abatement in Zenith's campaign for Phonevision -- despite tangle with FCC (Vol. 6:22-23). Now, Comdr. E. F. McDonald has written to newspaper publishers, in frank effort to enlist their support for Phonevision, to tell that his pay-as-you-look system would render TV merely a "half-time competitor" for advertising dollars. Coincidentally, another letter he wrote to CBS president Frank Stanton warns telecasters that theatre-TV is planning to sign up exclusive TV program rights, thus hamper home TV.

Letter to publishers warns that TV "looms as the most deadly competitor in history for the advertising dollar...is also beginning to sell time in substantial and growing volume to dept. stores, clothing manufacturers, automobile and appliance dealers and other newspaper standbys that have hitherto used radio very little, some not at all." It goes on to relate that by providing [telecasters] with boxoffice "Phonevision will produce substantial income for broadcasting stations without the sale of advertising during broadcast periods which would otherwise have to be supported by advertising revenue. TV stations will have less time for sale to advertisers, because many of their programs will be paid for directly by their audience."

Letter to Stanton says failure of telecasters and TV manufacturers to support Phonevision may permit movie industry to sew up sports, Broadway openings, etc.; also attacks Theatre Owners of America for allegedly proposing members band together to bid such programs away from TV. "The boxoffice receipts from theatres in just a few major cities," it states, "will enable these theatres to far outbid broadcasters with no boxoffice."

Said top-hole newspaper-radio-TV operator, who sent us copy of letter that went to publishers: "It is either desperation or hypocrisy when a man tries to carry water on both shoulders in this fashion."

Meanwhile, report was current that Zenith, unable to get feature films for Phonevision tests, is getting ready to sue movie firms. And a "competitor" in field of subscription TV loomed in disclosure by Skiatron Corp. president Arthur Levey, writing FCC this week it has started "pilot" production of "Subscriber-Vision" on same principle as Phonevision but requiring no phone lines. Levey said he will ask for experimental public tests in New York City, same as authorized for Phonevision.

On subject of theatre vs. home TV, Fabian and TOA consultant Nathan L. Halpern writes in June Televiser Magazine that there's no contest between them because of: (1) Basic differences between home and theatre audiences. (2) Limitations on production techniques for home viewing while theatre TV can give full scope to programs. (3) Requirement that home TV condense its version of plays, operas, etc. to fit time patterns, whereas there need be no "cutting" for theatre TV.

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NETWORKS HOT ON IMPROVING KINES: Kine-recordings, or teletranscriptions, loom large in network plans -- hence the current preoccupation in improving them to point where they're as good as transcribed programs are in radio. Fact is that, notwithstanding AT&T's estimate of 1952 for coast-to-coast TV hookups (Vol. 6:16), networks aren't too keen about early connections.

Reason is high cost of coaxial and/or microwave relays of network programs -- much higher than for radio. East and Midwest have substantial number of stations, but there are very few beyond St. Louis until you get to West Coast. Enormous "line haul' renders cost of prospective coast-to-coast hookups appalling. Some network executives even think it would be better to concentrate on building up presently-served areas, with extra circuits and spur links to contiguous towns, than to push coast-to-coast too fast.

Along with films, kine-recordings must continue to be mainstay of non-interconnected TV stations for some time -- doubtless always will have good use because of their flexibility for time placements. But their quality has left much to be desired, as against "live" shows. Thus, ABC developed its new system called Vitapix (Vol. 6:21), and this week NBC reveals 2 devices for which engineering v.p. O. B. Hanson claims "performance approaching live TV pickups."

NBC's Orthogram amplifier compensates for distortion in gray-scale of film, such as chalky skin tones. Second device, a high intensity, short-arc mercury vapor lamp made by Westinghouse, is used in film projector to put more light on camera's iconoscope (scanning tube). NBC has already installed both devices in its New York and Hollywood stations, Orthogram alone thus far in Washington and Chicago.

As with radio transcriptions, there will always be those who insist there's difference between live show and recording, albeit element of immediacy is utterly unimportant on most dramatic and variety shows. Exemplifying this attitude in TV is letter from Lawrence H. Rogers, WSAZ-TV, Huntington, W.Va., now building own microwave link to Cincinnati for Sept. 1 network link (Vol. 6:22):

"What most of the non-owners [of TV sets] are waiting for in this area is 'network', notwithstanding the fact that by kine we have been showing an average of 30 network shows a week. The psychological factor is tremendous here regarding live network, probably because this area is entirely surrounded by such interconnected markets as Cincinnati, Dayton, Pittsburgh and, by fall, Louisville."

NBC-TV operations chief Carleton Smith reported this week network is currently shipping 325 prints a week to member stations -- 496 programs, or about 27 hours of recordings. Each week network shoots more than 400,000 ft. of kine-recording film; first week in May, it kine-recorded 51 commercial, sustaining and special programs. Its kine production, Smith said, is "100% greater than the Hollywood studios' output of feature films, on an annual average basis."

HAZELTINE's COLOR WORK, AT&T & UHF: Activity on color-uhf front was relatively unexciting this week, only developments being: (1) Hazeltine showing of its work on RCA dot sequential system to newsmen and industry technicians this week. (2) Completion of hearings on AT&T bid for 470-500 mc slice of 470-890 mc band, which it wants for mobile common carrier services.

Next important date is July 10 when proposed findings on color hearings are to be filed. Only briefs expected are from 3 proponents -- CBS, CTI, RCA. It's understood RMA, DuMont, Philco, et al, won't file briefs, have decided to "sit it out." FCC's own first formal meeting for color discussion is July 11.

* * * *

Hazeltine showed that color cut-off point is not as critical as opponents of RCA system have made out. Using 12-mc simultaneous color picture as standard, Hazeltine showed what 4-mc dot sequential picture would look like with cut-off at .1 mc, .5 mc, 1 mc & 2 mc. (RCA cuts off at 2 mc). With mixed highs introduced, observers agreed that .1 mc picture was "remarkably good," that .5 mc picture was better, that 1 mc & 2 mc pictures still better but not very obviously so.

After putting dot interlace into picture, Hazeltine showed new sampling method called constant luminance. By this means, it permits variations in color

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(less noticeable to human eye) without affecting brightness of picture. This virtually eliminated "shimmy" effect -- which also means various types of interference are substantially reduced. It improves monochrome, too, but not as noticeably.

Significance of Hazeltine developments -- which it showed FCC in April (Vol. 6:17) -- is that electronics experts have begun, successfully, to refine RCA dot sequential system. This indicates FCC must bear refinements in mind in establishing standards since constant luminance idea must be taken into account at transmitter end, albeit it's essentially a receiving device.

Hazeltine demonstrated on RCA 3-tube dichroic mirror receiver, claimed cost would be negligible in better type sets, several tubes and associated components in less expensive types. Experts said system should work on 3-gun, tri-color tube.

* * * *

TV defenders of 470-890 mc band for uhf TV based case against AT&T's encroachment (Vol. 6:23) on these grounds: (1) This is probably last space available in spectrum for TV expansion. (2) Even with whole band, TV would only have 82 channels vs. AM's 106. (3) TV needs all space possible if it's to place minimum number of stations in individual markets, permit maximum separation to preclude interference. Appearing at closing hearing June 14 were DuMont's T. T. Goldsmith, Philco's F. J. Bingley, ABC's John G. Preston (for TBA).

Telecasting Notes: Add one more to growing roster of TV stations now "in the black"—WHAM-TV, Rochester, just one year old this week and now well within profit column . . . Due on regular schedule July 1, WHBF-TV, Rock Island, Ill., reports Channel 4 tests showing up very well over large area, with letters, wires and phone calls from 75 cities within 100-mi. radius coming without any prior announcement of tests . . . Philco's WPTZ, Philadelphia, has installed complete TV studio in Atlantic City's Convention Hall so 6000 distributors-dealers could be shown "how a telecasting station works" during June 17-22 convention . . . Theatre Owners of America has engaged Jansky & Bailey as engineering consultants on theatre-TV; along with attorneys Cohn & Marks they will represent TOA at as yet unscheduled FCC hearings on theatre-TV channels (Vol. 6:2, 9) . . . Lots of excitement Monday at tower of WDAF, Kansas City, when laborer climbed 475 feet up 724-ft. tower, threatened to jump until promised chance to appear on TV; police took him in immediately he came down . . . "Horror" episode at KLEE-TV, Houston (changing to KPRC-TV, July 3) when a 50-year-old laundryman shot himself to death Monday as he sat beside telecaster Dick Gottlieb in press box of ball park; shot was heard over TV and all through stadium, and seconds later a TV camera focused on slumped body . . . Crosley's WLWT, Cincinnati, reports record total of 182 advertisers in May, 23% ahead of April and 109% ahead of May 1949; 76 of them are participations, 43 use spots, 63 programs . . . Coast-to-coast TV, 20,000,000 sets-in-use, 80,000,000 audience by 1952 were forecast by RCA's Gen. David Sarnoff in addressing John Carroll U commencement class this week . . . Official word from Don Lee management: "No deal has yet been concluded with CBS for purchase of KTSL. Any reference to participation in these properties by Liberty [Broadcasting System] entirely unwarranted and story released to the AP by Liberty has since been repudiated by CBS. No definite disposition has yet been made." . . . MBS has elected to stay in NAB, as did NBC, and won't follow CBS & ABC withdrawals (Vol. 6:20, 22).

More June 1 sets-in-use, reported since NBC Research "census" of May 1 (Vol. 6:20): Boston 390,762, up 22,762 in month; Baltimore 172,820, up 6820; Cincinnati 130,000, up 10,000; Milwaukee 114,664, up 4664; Columbus 71,000, up 4600; Dayton 67,000, up 4900; Providence 62,162, up 5662; Johnstown 23,100, up 1800.

Engineering Comr. George Sterling got unanimous approval for confirmation of reappointment to FCC after 2-day session before Senate Interstate & Foreign Commerce Committee, June 15-16. What looked like "ordeal by fire" at hands of New Hampshire Republican Senator Tobey first day, turned out to be mere threat to expose what he called FCC's "stupidity, maliciousness, blunder." Tobey was talking about the trouble TV is in today (troposphere, freeze, etc.), pegged threat to "expose" FCC on a June 1947 warning by technical information division chief Edward W. Allen that TV was going to get into interference trouble. Second hearing day, however, Tobey was all sweetness and light, didn't pursue "attack" any further. Sen. Johnson asked Sterling if it was true FCC is thinking of moving all TV to uhf, got forceful denial.

Personal Notes: Robert Gillham, ex-Selznick and onetime J. Walter Thompson v.p., joining Music Corp. of America next month to handle TV-radio talent and shows . . . David Hale Halpern, TV-radio v.p., Owen & Chappell, nominated for second term as president of American Television Society . . . Stanton Osgood, ex-CBS, appointed mgr. of NBC-TV film production and theatre-TV div.; Robert H. DeBeer appointed supervisor of records-research div., NBC personnel . . . Haan J. Tyler, mgr. of KFI-TV, Los Angeles, elected president of Los Angeles Ad Club . . . Rodney D. Chipp, DuMont Network engineering, director, elected chairman of New York IRE . . . Al Isberg, chief engineer, KRON-TV, San Francisco, elected chairman of San Francisco IRE . . . Alvin P. Rhone, ex-WBKB, joins WOR-TV, New York, as mgr. of film dept.

G. Emerson Markham, TV director of NAB, resigned this week, has not indicated future plans. He assumed newly created $17,500 NAB post last Aug. 1, leaving managership of GE's WGY & WRGB, Schenectady. His place will be filled shortly, possibly by BAB's Charles Batson, who authored NAB's 3-volume TV studies last year. Also resigning from NAB staff, after 13 years, is Arthur Stringer, handling special services, FM, convention expositions.

John Shepard 3rd, who founded Yankee Network, sold it to General Tire (O'Neill) interests in 1944, was chairman of board until retirement last year, died June 11 in Brookline, of a heart ailment. His age was 64.

Clyde P. Scott, 48, mgr. of ABC's KECA & KECA-TV, Los Angeles, died June 13 of heart attack.

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tively few top commercial shows (full or half hours) staying on without pause:

On CBS, continuing through summer, are Alan Young Show (Esso), Candid Camera (Philip Morris), Twin Time (Toni), What's My Line? (Stoppette), Ilka Chase (Ayer). Off for vacation periods go such headliners as both Godfrey shows, Fred Waring, The Goldbergs, Studio One, Ed Wynn, Suspense, Ford Theatre, Ken Murray. Uncertain as yet are Toast of Town, People's Platform.

On NBC, continuing are Amateur Hour (Old Gold), Kraft TV Theatre, Break the Bank (Bristol-Myers), We The People (Gulf), Big Story (U.S. Tobacco), The Clock (Emerson). Off go such shows as Philco Playhouse (may get replacement), Perry Como, Garroway, Kukla, Fran & Ollie, Milton Berle, Fireside Theatre, Kay Kyser, Private Eye, Gillette Cavalcade (replaced by sport films), Lights Out, Saturday Night Revue.

On ABC, continuing are Stop the Music (Admiral & Old Gold), Paul Whiteman's Teen Club (as sustaining), Singing Lady (Kellogg), Lone Ranger (General Mills). Off go Goodyear Review, Super-Circus, Holiday Hotel, 20 Questions, Auction-aire.

New summer sponsorships of half or full hours are relatively few thus far: On DuMont, Tidewater's Headline Clues, Wed. 10-10:30; Consolidated Cigar's The Plainclothesman, Wed. 9:30-10. On CBS, Embassy Cigarettes' The Web, Tue. 9:30-10; Wrigley's Gene Autry (films), Sun. 7-7:30. On NBC, Armstrong Cork's Circle Theatre, Tue. 9:30-10; Manhattan Soap's One Man's Family, Sat. 7:30-8; Anchor-Hocking's variety show, Mon. thru Fri. 11-midnight.

FCC ROLLS UP SLEEVES ON COLOR-FREEZE: Powerful drive to dispose of color issue, go immediately into unfreezing, is in full force at FCC. Commissioners now seem inclined to regard Labor Day as desirable and attainable target date for starting general allocations hearing. Best guess as to color procedure from here on is this:

Upon receipt of parties' briefs (deadline, July 10), Commission could plunge directly into continuous sessions, hammer out basic color policy within few weeks if not days. All commissioners would be on deck for sessions, foregoing vacations until afterward.

But it's hard to see how actual writing and documentation of decision, which will be done at top staff levels, can be done in less than 4-6 weeks. That would mean formal decision by early September, and there's no disposition on anyone's part now to delay allocations hearings thereafter.

Still confusing color timetable, to some degree, is import of Chairman Coy's biting remarks at end of hearing last week (Vol. 6:21), in which he took industry to task for lack of diligence in gathering color interference data. But it's believed now that, though Commission would like exact figures, it feels reasonably safe in going ahead with what it has.

Data available on co-channel and adjacent-channel interference actually shows color isn't greatly different from monochrome. FCC is extremely reluctant to start, virtually from scratch, on entirely new allocation plan unless color is obviously much more critical -- which it apparently isn't.

* * * *

Progress of actual freeze hearing, when it comes, is probably up to industry itself, in large part. So far, there's no serious challenge to Ad Hoc Committee's basic vhf findings -- though it's conceded some modifications for various parts of country may be indicated. Uhf propagation considerations could prove delaying factor, because more data has been gathered since FCC issued its proposed allocation. Some of it departs from Commission's expectations, but taken as a whole, it presents no striking disparity.

JTAC's adjacent-channel report (Vol. 6:7), submitted to FCC this week, indicates FCC was quite safe in that aspect of its proposed allocation. Based on study of cross-section of receivers representing 2-3,000,000 sets, report shows lower adjacent-channel interference about same as FCC and Ad Hoc Committee calculated, but that upper channel situation is far better than provided for. Curiously, price of set seems to have no bearing on adjacent-channel characteristics.

When hearing gets down to arguments over individual cities, it's anyone's guess as to how long that will take. There are 471 appearances on tap (Supplements

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TV means much more to low income families ($40 per week or less) than it does to high income families ($100 per week or more). That's evident from Chicago survey made for John Meck Industries. To question, has TV ownership had beneficial effect on family life, 57.4% of low income and 50% of high income families answered yes—naming among other things benefits to children, keeping family together, good entertainment, savings on entertainment. Here's how they answered query on why they bought TV sets: keeps adults home, 50% of low income and 26.8% of high income; keeps children home, 47.6% & 30.8%; more wholesome leisure time, 68.5% & 46.4%; keeps children occupied and gives mothers more time, 50% & 38.5%. To question whether less time is spent in taverns and cocktail lounges, 24.1% of low income and 12.5% of high income answered yes. Harmful effects of TV ownership are mainly mealtime difficulties, homework problems, etc.—mentioned by only 2% of low income, by 6-12% of high income families. There's no correlation between picture size and income level. Survey showed following relations: 7-8½-in., low income 3.8%, high income 3.5%; 10-in., 27.7% & 38.1%; 12½-in., 46.3% & 36.8%; 16-in., 18.5% & 24.5%; 19-in., None & 5.3%. Owners of TV-radio-phono combinations: low income 11.1%, high income 8.8%; TV-only consoles, 50% & 54.4%; more than one TV, None & 2%.

Habits of one-year TV set owners, as shown in third Woodbury College survey—500 students having interviewed 3000 set owners in Los Angeles, San Diego, San Bernardino: In Los Angeles, 19% said they watched TV more than year ago, 28% said less, 50% same; 2% said they went to movies more, 34% said less, 39% same. Other results, without regard to length of ownership: (1) 67% said they spent more time at home. (2) 65% said TV isn't creating child problems. (3) 68% wouldn't pay to see large-screen theatre TV. (4) 59% would pay $1 to see first-run movies at home—a fillip to Phonevision. Full report is available from Dr. Hal Evry, Woodbury College, 1027 Wilshire Blvd., Los Angeles.

Nation's dept. stores are going to get complete briefing on use of TV as sales medium at Sept. 28-29 TV clinic of National Retail Dry Goods Assn. in New York's Hotel Statler. Walt Dennis, Allied Stores Corp. radio-TV director, is program chairman. Indicative of dept. store interest in TV was attendance at this week's radio-TV session of NDRGA Los Angeles convention, described as "best attended" of meeting. Some idea of dept. store thinking about TV was revealed last week by J. S. Stolzoff, radio-TV v.p. of Cramer-Krasselt Co., Milwaukee agency, who told Milwaukee newspaper executives February survey of 33 TV-using dept. stores showed: (1) Average store spent 7.3% of total advertising-promotion-selling budget on TV ($43,000 a year). (2) New money was used by 63.5% of stores for TV; of remaining third, 9% took funds from newspaper budget, 18% from radio budget. (3) As TV grows, 70% intend to supplement appropriations for TV.

First all out move to make TV trailers for exhibitor showings over local stations had been made by 20th Century-Fox for *The Big Lift*. Company had National Screen Service Corp., trailer specialist, make up $35 package of three 20-sec. and one 60-sec. trailers, using clips from film—but without music. Success of 20th Century-Fox project may put NSS into TV trailer-making for keeps; up to now it hasn't evinced much interest.

June 1 sets-in-use, reported since NBC Research "census" of May 1 (Vol. 6:20): Los Angeles 565,000, up 71,000 in month; Washington 136,600, up 8600; Memphis 38,528, up 3828; Charlotte 15,500, up 900; Huntington 12,500, up 4000; Dallas 31,074, up 2174; Fort Worth 25,396, up 1796; Utica 15,000, up 1800.

Greatest promotion yet for RCA Victor records and players was Toscanini tour, which wound up May 28 when 11-car special train carrying the maestro, NBC orchestra and entourage pulled into New York City after giving 21 performances in 20 cities. The maestro played to sellout audiences in every city, his records selling commensurately, with huge newspaper-radio promotion everywhere—that phase being directed with superb effect by RCA v.p. John K. West. It's tentatively estimated tour cost RCA about $350,000, not including Toscanini's fee, which is part of his 10-year recording contract. RCA regains some $287,000 from boxoffice of about $410,000.

Most elaborate vhf-uhf propagation study to date is scheduled by Bureau of Standards. Plan is to transmit in easterly direction from 2 points on Colorado's Cheyenne Mountain, 9200 and 7500 ft. above mean sea level, on 88.5, 19.5, 200, 212, 412, 1000 and 1600 mc. Directional antennas will radiate some 50 kw from 3-5 kw transmitters. Transmitter stability will be extremely great—5-6 cycle variations at 1000 mc. Narrow bandwidths will be employed—500 cycles for recording channel—giving results obtainable otherwise only with much greater powers. Both fixed and mobile measurements will be made, going from 70 miles to 400 or more; primary interest is in tropospheric signals. Hope is to start measurements in August, continue for at least 2 years. Bureau will move most of its radio work, now centered in Washington, to new $4,475,000 center at Boulder, Colo., by summer 1952.

RCA Victor was awarded development contract to determine how to install 5 TV, 3 FM antennas (plus 2 emergency TV units) on Empire State Bldg. (Vol. 6:12). Camden engineers, with Wayne Masters of Ohio State U as chief consultant, will seek best solutions for handling WABD, WCBS-TV & FM, WJZ-TV & FM, WNBC-FM, WNBT, WPIX plus other possible vhf & uhf additions.

First court test on transit FM brought defeat to "anti" forces. Dismissing 3 suits against Washington's WWDC-FM, Federal District Court Judge Edward A. Tamm said "basically there is no legal right of the petitioners that has been invaded, threatened or violated." CIO also got into fight this week, petitioning FCC for hearing, asserting: "If transit radio's sordid exploitation of a captive audience for commercial gain is permitted, it is but a step to forced listening to political propaganda."

TV stations practically swept field in *Variety's* Showmanagement awards, disclosed May 24; WCPO-TV, Cincinnati, and WWJ & WWJ-TV, Detroit for outstanding management; WBAL-TV, Baltimore, education by TV; WMAR-TV, Baltimore, responsibility to community; WCAU-TV, Philadelphia, and WHDH, Boston, outstanding promotion. Showmanager citations: John J. Gillin Jr., WOW & WOW-TV, Omaha, and Clair R. McCollough, WGAL & WGAL-TV, Lancaster (latter reported "comfortably in the black") and other Steinman stations. Special citations: *Saturday Night Revue*, NBC-TV; *Ford TV Theatre*, CBS-TV; Groucho Marx, CBS. Other awards: WMGM, New York, new program development; KIST, Santa Barbara, and WDET, Detroit, postwar station showmanship; CHUM, Toronto, news coverage.

Licensing of TV servicemen, proposed in bill introduced in N. Y. City Council and heard by its General Welfare Committee May 17, is being watched carefully by industry as possible precursor of trend. Bill would require: (1) $500 license, (2) $5000-$10,000 contractor's liability insurance, (3) minimum test equipment and personnel. Among those favoring enactment were Associated Television Service Companies of N. Y. and Authorized Manufacturers Service Co. Opposing were Associated Radio & Television Servicemen of N. Y. and Bruno-New York. Hearings followed *Radio Daily* expose (Vol. 6:19).

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67-67G), and engineers and lawyers have had a long, long time to prepare cases.

Commission is sticking to its freeze policy, even in face of political pressures. This week it denied Chicago City Council's petition (Vol. 6:21) to grant 3 remaining channels, saying, in effect: "Chicago isn't an island to itself. If we unfreeze you now, we virtually decide allocations hearing before it starts. Furthermore, what are you crying about? You have 4 stations; only New York and Los Angeles have more. If your prospective telecasters hadn't sat on their hands, they'd have received their grants before the freeze."

* * *

Commission will probably have Condon Committee's color report to ponder soon, if Dr. Condon's hopes materialize. Now that he can get all of committee together (Donald Fink is back from Europe), he thinks report may be wrapped up in 3-4 weeks -- barring any serious dissension.

Petition to get Lawrence tri-color tube into record (Vol. 6:20-21) was denied, but not roughly. Commission noted that tube is admittedly in early stage of development, said it didn't want to delay proceedings at this late date. However, it indicated it would welcome chance to see tube when it's ready. Though FCC didn't say so, if tube proves all it's cracked up to be, record is quite likely to be reopened for evidence on it. Petitioners (Chromatic Television Labs and Paramount) were granted request to file proposed findings and conclusions in hearing, same as participants. But Commission made it clear they'd have to cover virtually entire hearing in their briefs -- a staggering job.

Color in the home is still no snap-of-the-finger proposition, in spite of all of the huffing and puffing, as far as much of industry is concerned. Emerson president Ben Abrams, whose record of calling the turns is highly respected, told stockholders this week: "I am still of the opinion that color TV will not become a commercial reality for at least 2 or 3 years. In the event a system should be decided upon by the FCC, it is possible that a few color receivers may be built next year for use in those very few areas where color broadcasting may be expected initially. The first production of color receivers will probably be 2 or 3 times as high in price as black-and-white, and other than arousing some curiosity, it is not expected that color receivers will be in great demand because of the high price."

WHAT DO THE TELECASTERS THINK? Forgotten man in FCC color proceedings is rank-and-file telecaster. That doesn't mean CBS, DuMont, GE, NBC or Philco, who between them own 11½ stations (out of nation's 105). They're either proponents or manufacturers, or both -- thus their attitudes aren't necessarily representative.

What's surprising is that FCC never asked for opinions of telecasters out in field, and that none has volunteered anything to Commission. Even ABC, with 5 stations, hasn't uttered a peep. As for NAB and TBA, it's understandable they would shy from a "family squabble," even though it involves basic principles.

What made this silence so remarkable, however, is fact that telecasters, their pocketbooks and their hard-won audiences are tremendously concerned. Maybe it's fear of FCC, or fear of appearing "unprogressive," or simple confidence FCC will "do right" by them -- or just plain lack of leadership. No independent telecaster has spoken up publicly, yet privately many are seething.

They expressed their concern with considerable vehemence in answer to our February questionnaire (Vol. 6:7). Of 37 replies from 98 then-operating stations, all except CBS and 2 others were opposed to incompatible system. And only CBS was willing to telecast it.

Since then, we've received 12 more responses, making total of 49 -- exactly half of the 98. The score, as it stands now:

(1) Only CBS and 2 others feel any color is ready now.

(2) Only CBS and one other are willing to telecast incompatible system now. Three more appeared willing to telecast it "when it's ready."

(3) All the rest are interested in compatible systems, to some degree, but all except one made it clear they'd move very cautiously at first. The exception said he had ordered RCA equipment, effective if and when its system is adopted.

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Television Digest WITH AM-FM REPORTS
Color Report
May 27, 1950
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COLOR WRAPPED UP—BUT WHAT'S NEXT? It's hard to believe, but color hearing is over -- 8 months to the day after it started Sept. 26, 1949. In spite of that, color-freeze-allocations timetable from here on out is more confused than ever.

Color decision will come first, then FCC will take up matter of allocations, Chairman Coy said in his speeches last week (Special Report, Vol. 6:20). Nature of that decision won't be known until it is made -- whether partial, total or what. Until recently, it was thought FCC could go into allocations hearing after deciding, rather quickly, 2 factors about color: (1) Whether 6-mc is adequate. (2) Whether color requires different allocation from monochrome.

Feeling of several commissioners now is that job of deciding those 2 factors probably involves picking or rejecting color systems -- and that will take plenty of time. Since FCC has never met to discuss color decision, it's now likely it will start color deliberations, "play it by ear," make up timetable as it goes along.

* * * *

Another complicating factor is FCC's disappointment in limited interference data (station-to-station and signal-to-noise) supplied by color proponents. At closing session Friday, Coy delivered scathing remarks on subject, emphasized point by issuing public notice (No. 50740) containing verbatim excerpts.

He was provoked by flimsy CTI data but also made no secret of feeling that RCA, CBS, RMA, JTAC etc. had not submitted exhaustive data either. He castigated industry in general, calling attention to factors bringing on freeze in first place:

"It is merely a repetition of the situation where the industry appears to be perfectly willing to have the Commission allocate on the basis of inadequate interference data in the hope that things will work out well. However, when things do not work well, strong pleas are made to the Commission -- particularly by that portion of the industry which at that time happens to be favored by existing authorizations -- to relieve the situation by not licensing any further stations that would aggravate the interference problem.

"I hope that our experience in this proceeding will teach all of us the importance not only to the Commission but to the industry and to the public of securing and offering adequate data on interference so that sound decisions can be made on an allocation basis under which the industry can build with reliance on the fact that unforeseen interference conditions will not severely limit the service areas which had been anticipated and thus deprive many rural listeners of service. People who live in rural areas are important people!"

Continuing, angrily, Coy declared:

"All of you are aware that there is great fuss and feathers about the question of lifting the freeze, and all of you are aware and cannot help but be aware of the fact that the interference conditions with respect to color TV transmissions are an imperative must for the Commission in considering the lifting of the freeze. And yet we have had to continuously prod this industry to get the information. First they startle us with the assumptions that they have made, and I give you my word their assumptions are not borne out by the evidence that is in this record. They are not identical. And yet they would have us go ahead and take risk and make an allocation on the basis of inadequate information."

Where and when FCC will get data it wants isn't known. Nor is it known how far it can get in its color deliberations without them.

(Over)

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Further beclouding any schedule, is matter of FCC vacations. Number of members are visibly exhausted by hearing. Some of them wonder whether they can do justice to subject without some rest first.

Then there's question of fairness to CBS and chances of implementing a decision in its favor if FCC makes such decision. Every black-and-white set built makes it tougher for CBS's incompatible system. There are over 6,000,000 now, and there may very well be 8-9,000,000 by time of decision.

All of which adds up to delay and more delay in ending freeze. Some within Commission now think it reasonable to hope for color decision and beginning of allocations hearing by Sept. 1, end of freeze by Jan. 1. Others consider that a pipe dream. One staff member who has been pessimistic (therefore accurate) from the start can't see freeze's end before May 1, 1951.

As freeze drags on, pressures on FCC are likely to become enormous. Just this week, Chicago City Council finally got impatient, filed formal petition demanding grant of city's remaining 3 channels. Previously, it had twice passed resolutions, forwarding them to Commission. Many other cities are being heard from, too.

Only dates to go on now are June 5 and July 10. Former date is beginning of hearing on Bell Labs 470-500 mc petition (Vol. 6:18) which doesn't really affect freeze schedule. Latter date is new deadline (moved from June 26) for filing of briefs and counter-briefs by color participants. FCC staff is already preparing background and digesting record.

* * * *

CTI's principal contention, during May 25-26 windup, was that its defects, if any, are due wholly to present apparatus limitations. Chief witness Donald Lippincott, CTI's patent counsel, freely admitted pictures weren't perfect, renewed request FCC hold off decision until it sees all 3 systems operating with same type of receivers -- namely, with tri-color tube.

He also asserted that perfect compatibility is probably an impossibility. He said he'd seen no demonstration, including RCA's, showing it. However, he thought degree of compatibility shown so far is adequate for public, will improve.

As a leading radio patent authority (he was Signal Corps' top expert during war), Col. Lippincott was questioned closely.

He was "appalled" by concentration of power in RCA's setup, he said, but thought it had been of great benefit to public and industry because of low single royalty and RCA's industry service laboratory. However, he favored a pool into which single royalty would be paid -- something like British setup, which he helped establish. He'd like to see royalties distributed more widely.

He thought little of automotive industry's patent pool, which gets no royalties. "The reason we're using auto engines not much different from those of 1910," he said, "is because there has been no incentive."

* * * *

More and more outfits are getting into color act. Don Lee notified FCC it has filed patents relating to 2 tri-color tubes, claiming them good for any system. Only details given: "Perforated plates are not employed. Rather, the electron stream is curved in a single plane."

Chromatic Television Labs and Paramount petitioned FCC, through attorney Paul Porter, for permission to testify on Lawrence tube (Vol. 6:20). They said they expect Machlett to have tubes done by June 15, then want to demonstrate them. They also want Commission to adopt standards broad enough to permit its use. Fear, apparently, is that standards might be so stringent as to favor only one kind of tube.

Chances are Lawrence tube will get its innings, through reopening of record or some other legalism -- since everyone wants any tube that will work. Regarding ease of construction claimed for tube, some engineers familiar with it say they like its principles but fear it may be tougher to make than RCA's.

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MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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May 20, 1950

WHAT'S BEING DONE ABOUT THE FREEZE: Because most trade and political interests think FCC need merely nod its head -- and, presto, the TV freeze can be lifted -- we reprint as Special Report herewith salient excerpts from nearly identical texts of FCC Chairman Coy's Portland and Denver speeches on "TV and the Freeze." This is "must" reading for prospective telecasters, and particularly for local trade interests in non-TV areas, for it relates in easily understandable language exactly why freeze was imposed, spells out in simple terms channel allocation problems, explains what color issue is all about.

The TV freeze was forced by technical considerations solely -- that much is clear to anyone studying the facts. It was designed to halt helter-skelter growth, lay groundwork for a technically sound and orderly system of channeling to ensure adequate service over the years to the greatest number of people. It was, unhappily and unexpectedly, prolonged by color issues, whose overtones were admittedly political -- but it's hoped these will be resolved reasonably soon.

Indeed, Chairman Coy predicts "once the freeze is lifted, TV will move ahead with Seven League boots toward its goal as America's dominant form of broadcasting."

Pressures were getting so great that Coy felt he had to reply, and it was particularly apropos that he should tell the story in Portland, where 2 granted CPs were dropped last year by principals who got cold feet, and in Denver, where local interests applied too late but are now crying loudly for TV -- home, too, of Senator Johnson, whose color campaign unquestionably contributed to delay in lifting freeze. This much Coy and colleagues make clear:

(1) FCC is now pressing (may not even vacation this summer) to solve color, uhf and allocation problems by end of year, then be able to authorize more stations.

(2) FCC is thinking (see text) in terms of potential 645 vhf stations, 1600 uhf metropolitan (high power) stations -- 2245 stations in 1400 cities -- plus another 1000 or so uhf community (lower power) stations. That many probably will never be built, but opportunity to cover country adequately, eventually, is implied.

THE LAWRENCE & DuMONT COLOR TUBES: More tri-color direct-view tubes, perhaps the real "Holy Grail" of quest for color TV, will be found (or reported found) from now on. Some details about 2 more were learned this week -- the Lawrence and DuMont tubes. Strong claims are made for their potentialities, some seemingly justified. Soon, they'll be demonstrated, compared with RCA's, as yet the only one actually brought into open (Vol. 6:13-19).

Lawrence tube is engendering a lot of quiet excitement among those who know about it (Vol. 6:18). Prestige of the inventor -- Dr. Ernest O. Lawrence, famed U of California nuclear physicist, Nobel Prize winner -- and character of his backers has dispelled much customary skepticism. But full-fledged tube has yet to be shown.

In San Francisco this week, we discussed tube with officials of Chromatic Television Laboratories Inc., formed to develop it (Vol. 6:17-18), and were told:

(1) Claims: simple construction, consequent reasonable cost; resolution enough to handle any proposed color system; brightness as high as standard black-and-white; no registration problems or critical tolerances.

(2) Status of development: demonstrations of illustrative apparatus and

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principles have fully satisfied Dr. Lawrence and his associates; description powerfully impressed FCC delegation which saw him in San Francisco this week; Machlett Laboratories, Springdale, Conn. is making first 3 or 4 tubes, 16-in., with delivery expected in June or July.

Details of actual workings of Lawrence tube aren't disclosed, even though group feels it has adequate patent protection. This much we've been told: green phosphor covers face of tube; red and blue are deposited on numerous small plates immediately behind face; single gun used.

Principle is said to be astonishingly simple. One of Dr. Lawrence's associates says: "It's the kind of novel approach to be expected from someone looking at problem with totally different eyes from those of a radio engineer." Dr. Lawrence has been a TV hobbyist ever since his student days at Yale.

Here's setup of CTL: Dr. Lawrence is largest stockholder and a director; Richard Hodgson, assistant to Paramount's Paul Raibourn, is president and director; Raibourn is also director; H. R. Gaither Jr., member of San Francisco law firm Cooley, Crowley & Gaither, director. Other people involved, we're told, "will open up your eyes when you hear who they are." Paramount owns substantial interest, non-controlling, will be patent assignee -- no connection with its DuMont stockholdings.

* * * *

DuMont made its bid for tri-color tube attention at New York press conference Thursday, hot on heels of May 16 patent grant (No. 2,508,267) to employe Henry Kasperowicz who filed it Oct. 26, 1945. Nothing is ready for demonstrations yet, but research chief Dr. T. T. Goldsmith said he expected to have tube in about month.

Patent covers both receiving and camera tubes. Looking at patent, some people hazard guess that claims concerning receiving tube are aimed at beating RCA to punch on its own tube. Patent specifies putting red, blue and green phosphor dots on face, apparently with arrangement similar to RCA's.

Camera tube may prove even more important -- sounds interesting, at any rate. Patent mentions use of color filter mosaic placed over photo-sensitive surface, thus breaking up light properly. Demonstration is expected in "several" months.

Goldsmith claims DuMont is well on way to licking one problem of the RCA receiving tube -- too few dots. He said DuMont knows how to get 60 phosphor "triads" per lineal inch, about twice what RCA has shown. DuMont researchers are also working on tubes larger than 14-in. (in 16-in. envelope) currently used by RCA.

WHAT CTI SHOWED IN SAN FRANCISCO: Color Television Inc., at San Francisco demonstration Wednesday, asked FCC for delay in color proceedings -- but it is evident Commission is getting impatient, feels it has leaned over backwards to give CTI every possible break, wants next week's cross-examination and rebuttal in Washington (May 25-26) to wind things up.

Chairman Coy made it clear FCC isn't disposed to let color hold up allocations hearing much longer. It's apparent that if CTI does get more time, it won't be very much -- and that target date then set will be final.

Whether CTI improved its chances with hometown demonstration (viewed by Comrs. Coy & Hyde, staffmen Allen, Plotkin, Roberts, plus about 100 West Coast notables) is hard to say. Predictions that neither CTI nor CBS will get exclusive FCC nod (Vol. 6:13,18) still have good support. In wide-open multiple-standards decision, CTI might get in.

* * * *

We sat right in front row during San Francisco demonstration, 7 times picture height from receivers. These are our frank observations:

(1) CTI showed its brightest, sharpest pictures yet, on borrowed RCA 3-kinescope dichroic-mirror set. But, ironically --

(2) Faults of system, continuously predicted by virtually everyone outside CTI, were clearly apparent for first time.

CTI's best quality, color fidelity, was better than ever on 3-tube set. More brightness and improved registration did the trick.

But very coarse line structure and distracting "jitter" (or line crawl) were

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Television Digest WITH AM-FM REPORTS

Trade Report
May 20, 1950

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VACATION SHUTDOWNS, THEN NEW MODELS: July's the month wherein (a) most TV plants will shut down, generally for the traditional 2-week vacation, and (b) many manufacturers will disclose new fall-winter models and prices to distributors and dealers.

Matter of fact, several big set makers are already tooled for and producing (though not yet shipping) some new models. This time, no one wants to get caught short when the fall-winter boom begins.

Surveying the major producers, we found majority shutting down first 2 weeks in July, namely: Admiral, Arvin, Belmont, Emerson, GE, Hoffman, Magnavox, Meck, Philco, RCA, Sentinel, Stromberg-Carlson, TeleKing, Tele-tone, Westinghouse, Zenith.

Others with different vacation schedules: Hallicrafters, June 30-July 10; Bendix and Motorola, June 26-July 8; Olympic and Wells-Gardner, June 30-July 19; DuMont, July 4-18; Stewart-Warner, July 17-29; Packard-Bell, first 3 weeks in July; Crosley and Sparton, not shutting down -- Crosley's W. A. Blees stating: "We are not closing our plants for vacation as we need all the production we can get."

* * * *

More significant was timing of first new model showings to distributors, dealers and public, as reported by most of the foregoing companies:

Admiral -- Chicago distributor convention in June, date not yet set.

Arvin -- distributor convention June 19-20 in Chicago; to show at Furniture Mart beginning June 20.

Belmont (Raytheon) -- distributor convention in latter June, then exhibit at National Music Merchants show (NAMM) in Chicago, July 10-13.

Crosley -- distributor convention late in summer.

DuMont -- new models sometime in July, possibly at NAMM show.

General Electric -- distributor showings in Syracuse first, then at NAMM show.

Hallicrafters -- distributor meetings in Knickerbocker Hotel, Chicago, June 16-18, then at Furniture Mart June 19-29, possibly also at NAMM show.

Hoffman -- distributor meetings in mid-July.

Magnavox -- no plans for new models, other than those recently introduced (Vol.6:13,14,16); will convert some 16-in. rounds to 19-in. rectangulars.

Meck -- distributor convention in Chicago latter August or early September.

Motorola -- new line "some time after" plant vacation, ending July 8.

Olympic -- showings in New York City in August, date and place undecided.

Packard-Bell -- first showings at San Francisco Furniture Mart July 24, then convention in Los Angeles about week later.

Philco -- Atlantic City distributors convention June 17-19, dealer convention June 19-21, Philco footing all bills for 5000 invitees (Vol. 6:12).

RCA -- no distributor convention, time of local showings unannounced.

Sentinel -- regional meetings start July 10.

Stewart-Warner -- distributors convention in Chicago July 14.

Tele-tone -- some time in June or July.

Sparton -- first showings at American Furniture Mart, Chicago.

Stromberg-Carlson -- distributors meeting in latter June, then NAMM show.

Wells-Gardner -- no new models planned before October (private-label only).

Westinghouse -- at American Furniture Mart, then local distributor meetings.

Zenith -- Chicago convention late June or early July.

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Trends & Topics of TV Trade: Unloading of several thousand Wilcox-Gay TV receivers last week (thru Macy's, Bamberger, et al) is no symptom of cracking prices—it was nothing more than sellout of line of small company that had barely gotten started on TV production (Vol. 5:49-50) when it fell on bad times due to death, illness and management. Buyer Leonard Aschbach (Vol. 6:15) is now using its Michigan plant to turn out his Majestic brand, soon will announce new financing of Majestic corporation, presumably with trade-in of Wilcox-Gay stock. Prices on Wilcox-Gay sets went as low as $200 for 16-in. consolette, $300 for 19-in. console, $400 for 19-in. TV-AM-FM-radio combination.

Majestic's summer line is already out, leads off with 12½-in. leatherette & plastic front table model at $140. New sets were shown its distributors May 19 at Chicago's Hotel Blackstone—exactly 2 weeks after Emerson started trade buzzing by dropping 12½-in. wood table to $160 (Vol. 6:18). Rest of Majestic line: 12½-in. wood table with plastic front $170; 14-in. rectangular table with plastic front $180, all wood $200, consolette $230; 16-in. rectangular table $230, consolette $260, console $270, with doors $300, custom console $340; 19-in. console $350, with doors $400.

RCA Victor announces switch of most of its radio and radio-phono production to Canonsburg, Pa. plant, being expanded as of Aug. 1 by 90,000 sq. ft. and employing upward of 700. This will permit increase of "several hundred per cent" production of TV receivers at plant in Bloomington, Ind. "in time to help meet fall demand [which] will exceed by a wide margin even the tremendous TV volume of 1949," according to Home Instrument Dept. v.p. Henry G. Baker.

* * * *

New Bendix line is now on delivery, is said to be good for remainder of year though 3 more fill-in models will be shown at Chicago Furniture Mart. All sets have rectangular tubes and phono plugs: 14-in. table $200, consolette $240; 16-in. console $280, with doors $300, console combination $450. Bendix sells directly to dealers, reports higher discounts (than former up to 35%), says it has practically no inventory, hopes to bring 1950 production "well over 100,000." It will continue to make private-label units for Associated Merchandise Corp.

Admiral has 2 new 16-in. rectangular console-combinations—one in traditional cabinet at $380, other in modern blonde at $445. Former replaces 12½-in. combination at same price, latter replaces 12½-in. $400 combination. Admiral also has interim 12½-in table in ebony plastic at $170, or $10 less than mahogany plastic already in line.

Magnavox this week cut 19-in. console from $495 to $400, following by 3 weeks DuMont's new $495 price which DuMont sales chief Ernest Marx says won't be changed. Also cutting 19-in. this week was Tele King, which lopped $60 off $460 model. Prices of other 19-in. consoles $400 and under: DeWald & Jackson, $400; Kaye-Halbert, $379; Teletone & Air King, $370; Meck, $350; Sightmaster, $300.

RCA's new line won't be ready in time for the Chicago home furnishings marts, June 19-29 (Vol. 6:19)—but it's apparent that it will comprise 12½, 16 & 19-in. models. The 10-in. has virtually been discontinued.

Mattison ordered by Federal Trade Commission to cease and desist from counting number of rectifiers when advertising receiver tubes in its sets. Stipulation (FTC No. 7984) notes it has advertised its Embassy receiver as containing "30 tubes, including 3 rectifiers" and finds rectifiers do not perform primary function of TV tubes but rather auxiliary function of changing AC to DC.

Packard-Bell has 16-in. rectangular table at $250, in period console $300 . . . **Raytheon** 16-in. rectangular console-combination is $400 . . . **Regal** has quit making 10-in., has 12½-in. table at $157.50, being plugged as summer promotional item . . . **Tele King** has cut 16-in. rectangular table from $260 to $240 . . . **DeWald** has 14-in. rectangular table $220, in consolette $270; they replace 12½-in.

Capehart has new, more sensitive TV chassis (24-tube vs. previous 21), which it is using in 16-in. rectangular table and console models (Vol. 6:14). Original prices were raised $10 recently for table, now $280; $20 for console, now $320. Capehart has ceased production of 12½-in.

Stewart-Warner has 14-in. rectangular table at $260, console $280; has priced 14-in. rectangular console-combination (Vol. 6:14) at $380, has stopped making 12½-in.

Setchell-Carlson, New Brighton, Minn., private label radio manufacturer, is out with 12½-in. table with AM and phono jack, $249; same in console with AM-phono, $329. Feature is "unitized" chassis, with 8 plug-in units.

Mercury Radio & Television Corp., subsidiary of Pacific Cabinet & Radio Co., Los Angeles, has new 16-in. rectangular table in blonde only, with doors, $270. It reports quitting production of 12½-in. table models.

Americana Furniture Co., No. Little Rock, Ark., is entering brand line radio business, plans going into TV later, has engaged John D. Reid, ex-Crosley, as engineering v.p. . . . **Fancher Furniture Co.,** Salamanca, N.Y., will make TV-radio cabinets in new plant now being added.

* * * *

Color TV system that doesn't need FCC approval is promised by Mrs. Natalie Kalmus, ex-Technicolor Inc., who was in New York and Washington this week—to seek, she said, a second plant to manufacture TV receivers bearing her name (Vol. 6:14). They're assembly jobs now being turned out, she said, at rate of 200 daily by Natalie Kalmus Television Co., 515 Ninth St., Los Angeles.

Mrs. Kalmus said that within 6 months after her color adapter is demonstrated, it will be in quantity production—but she declined technical details. Working on device is engineer Wm. L. Prager, Micro-Engineering Corp., 15 E. Tujunga Ave., Los Angeles. It's understood to be mechanical wheel plus optical arrangement; application for patent is now being drawn up. Kalmus TV sets now feature furniture styling (37 designs). She said she intends opening training school for colorcasting and directing, pointing out that 6-8 years of training are required for such technicians in movies.

Trade Personals: Robert W. Sanders, ex-Capehart-Farnsworth, appointed chief TV-radio engineer of Hoffman Radio's Los Angeles plant under **John Rankin,** engineering v.p. . . . **Philco Corp. of Canada Ltd.,** Toronto, appoints **W. H. Jeffery** as sales mgr., **L. B. Kiely** as sales promotion mgr. . . . **William Deans,** chief engineer of I-T-E Circuit Breaker Co., Philadelphia (supplier of metal cones for TV tubes), elected engineering v.p. . . . **Dr. Lloyd T. DeVore,** now with U of Illinois engineering dept., on July 1 becomes mgr. of GE Electronic Lab, Syracuse.

Claude Neon Inc. president **David T. Bonner** reports its newly acquired broadcast equipment subsidiary, Standard Electronics Corp. (Vol. 6:15), has executed standard RCA license covering TV and related apparatus, and "it is our definite intention to be a major supplier of TV transmitting and studio equipment . . . we are bending every effort to be ready to provide the industry with the type of equipment requirements which will result from the lifting of the freeze in TV."

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Television Digest WITH AM-FM REPORTS
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Special Report
May 20, 1950

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WHYS AND WHEREFORES OF THE TV FREEZE

Excerpts from Addresses by FCC Chairman Wayne Coy

Scheduled for Delivery Before Portland City Club May 19 and Denver Rocky Mountain Council May 22

Chairman Coy spells out, in lay language, the technical reasons for the TV freeze, the problems of color TV, how and when local communities not now served by TV may reasonably expect service. His happy facility for making complex problems understandable merit this complete treatment, even though all the information has been reported piecemeal by The Digest. This is a document that should be read particularly by prospective telecasters and by manufacturers, distributors and dealers so that they can impart the basic facts to their local constituents. Local allusions to Denver and Portland are equally applicable to other areas as yet without TV stations of their own.

IT is becoming more and more apparent to me—and especially on occasions like this one here tonight—that Daniel would have been an ideal choice to serve as a member of the Federal Communications Commission.

Daniel was perhaps the only person I ever heard of or read about who had all the necessary requirements for the job. The Bible tells us that Daniel was skillful in all wisdom, cunning in knowledge, and understanding in science. He had an understanding in all visions and dreams; in all matters of wisdom and understanding he was ten times better than the magicians and astrologers in all the king's realm. He could make interpretations and dissolve doubts.

No wonder he was the king's favorite bureaucrat. Try as they might, his enemies could find no occasion to trip him up because there was just no error or fault in him.

Finally, however, these discontented conspirators cooked up a plot and managed to have Daniel thrown into the lions' den.

Daniel was saved because the Lord found "innocency" in him and sent an angel to shut the lions' mouths.

The only similarity between Daniel and me is that I'm in the lions' den but I see no angel hovering about.

Roar from Deprived Citizens

Of course, as between Daniel and a commissioner of the FCC, the advantage was all with Daniel. He was never put into the position of dangling the prospect of such an exciting, enchanting delight as television before the citizens [of Denver], then suddenly withdrawing it. We at the FCC have been hearing the roars [of Denver, Portland and other areas] hit by the freeze all the way back there in Washington.

I believe it is safe to say that never before has a freeze generated so much heat. Ever since the FCC ordered the freeze, it has been in hot water.

And sometimes it seems to me that whenever we try to explain the freeze, we are promptly called upon to explain the explanation.

The reasons for the continued freeze on the construction of new TV stations—the reason why TV cannot be authorized [for Portland & Denver] at this time—are really not too difficult to understand. All you have to do is to understand the implications and relationships of a few simple things as, for example, tropospheric phenomena, compatibility, incompatibility, dot interlace, line interlace, color break-up, threshold flicker, iso service contours, median field intensities, signals in decibels, equatorial planes, time fading factors and vestigal sideband transmission.

It's as simple as that, and perhaps what I have said will be so clarifying as to eliminate the need for any future questions.

To get the full picture of the progress and problems of today's TV, we must go back 5 years. World War II had brought many new advances in electronics. To prepare for what it knew would be a post-war boom in all branches of radio, the Commission, while the war was still raging, conducted a lengthy hearing, participated in by the leading electronic scientists of the nation. As the result, it drew up an elaborate table setting forth frequency allocations for many new services. These included frequency modulation (FM), broadcasting, railroad radio service; general mobile radio service for streetcars, interurban buses, transcontinental trucks, etc.; citizens "walkie-talkie" service, rural telephone service, radar; radio heating, and many industrial applications of radio.

And, of course, among these many new services was TV. The Commission was bound to allocate space to these services in the public interest, convenience and necessity just as it is bound by the Communications Act to grant licenses to permittees on the basis of public interest, convenience and necessity.

At the time of the 1945 allocation, there were only 6 TV stations on the air, giving very limited service. It was apparent, however, that TV would be one of our greatest post-war activities. For the immediate post-war development of TV, the Commission allocated 13 channels (later reduced to 12) in the Very High Frequency Band. This was all the space that could possibly be given in that band to TV.

The Interference That Results

The Commission's first proposal for this band was a separation of 200 miles between co-channel stations and 100 miles between adjacent channel stations. But because of the very limited channels, the Commission revised the table to provide separations of 150 mi. and 75 mi. It is fair to say that the Commission acted in this particular matter on the basis of industry advice in which the Commission concurred. Of course, the closer you put stations together, the more you can crowd into a band. On the other hand, the more stations you crowd in, the less area each station will have to itself which is free of interference from other stations.

With the war over, the TV boom started and stations went on the air over the country. As more and more sta-

tions went into service, we began getting reports of interference caused by the bouncing back of signals from atmospheric layers in the troposphere. The troublesome elements in the troposphere extend from about 300 feet above the earth to about 6 miles above the earth.

This effect caused television signals to be carried farther than anticipated by the Commission and the industry and many of the stations were invading each other's territory. Obviously, there was only one remedy and that was to draw up a new table locating the stations farther apart. It is also obvious that the prudent thing to do was to make this change before too many additional stations were permitted to go on the air.

This meant the deletion or shifting of channels in many areas. The Commission, therefore, on Sept. 30, 1948, ordered a freeze on all new construction of TV stations not already authorized. It did not halt construction already started. Under this order, we have 104 stations on the air today and 5 more being completed.

Now the ironic aspect of ordering wider mileage separations and reducing the number of stations in the present VHF band was that at the same time the Commission was receiving many applications from over the United States for more TV stations. Improving reception in the VHF threw fuel on the flames of this demand.

New Channels Available Only in UHF

The only place to get additional channels was in a comparatively unexplored part of the spectrum—the higher Ultra High Frequency band. The Commission had foreseen in 1945 that eventually space for more channels and for color would be needed and had set aside this important reserve in the public domain of the spectrum for that purpose. The Commission in its 1945 allocation report said, in part:

"As was pointed out in the proposed report, the Commission is still of the opinion that there is insufficient spectrum space available below 300 mc to make possible a truly nationwide and competitive television system. Such a system, if it is to be developed, must find its lodging higher up in the spectrum where more space exists and where color pictures and superior monochrome pictures can be developed through the use of wider channels. In order to make possible this development of TV the Commission has made available the space between 480 and 920 mc for experimental TV."

The need to use that upstairs space arose much more rapidly than had been anticipated.

So even before the freeze of September 1948 was ordered, the Commission decided to investigate the feasibility of employing the UHF space to get additional channels. This had to be done at once so that both the VHF and the UHF could be considered simultaneously in making a fair distribution of channels over the country. We could not make sound, equitable assignments of channels without knowing what we had available in both the VHF and the UHF.

But now a further complication developed.

Then Came the Color Issue

In opening up the UHF we would be going into TV's last reserve. If we were going to have color, this was the only place we could hope to have it—at least in our time. The kind of standards we set for the VHF and the UHF might tie our hands with regard to future color. We might be ruled by the dead hand of the past. For color, it was now or never. And coincidentally, color, which had for some years seemed rather remote, was now reported to have made sudden strides. The Commission had rejected color in 1947 because, among other reasons, the systems demonstrated needed channels 12 to 16 mc wide. But now we had reports that the scientists had managed to squeeze color into 6 mc—the same width we were using for black and white.

So we had on our hands three problems:

(1) Interference and allocations in the VHF.

(2) Allocations in the UHF and engineering standards which would minimize interference conditions.

(3) Color—whether color was feasible in a 6-mc bandwidth, and if so, which system or systems to choose.

Our hearing is one of the longest, most complex and most controversial in the history of the FCC. On it hinges the future course of the fastest growing industry in the United States.

Status of the VHF and UHF Problems

Now as to the status of our progress in dealing with each of these problems:

The VHF: A committee of engineers representing the industry, the Bureau of Standards and the FCC studied the VHF interference problem for several months. Basing its action to a great extent on this committee's findings, the Commission has proposed to place co-channel stations approximately 220 mi. apart (as against 150 mi.) and adjacent channel stations 110 mi. apart (as against 75). This will substantially reduce interference caused by tropospheric propagation.

In the distribution of these 12 VHF channels to cities and towns throughout the country on the average separation of 220 and 110 mi., the mathematical possibilities would indicate that 645 stations would be possible. In this connection, it should be pointed out that as a practical matter there will not be that many stations in operation because some of these channels in some areas would be available only in communities too small to support a station.

What I have said may need further clarification. Unused channels in cities and towns are not automatically available for use elsewhere unless it can be shown that their use elsewhere will not cause interference. This figure of 645 VHF stations engineeringly possible includes five in Denver. [For allocations to other cities, see *Television Digest* Supplement No. 64.]

2245 Stations in 1400 Communities

The UHF: The Commission proposes to add 42 6-mc channels in the UHF. Again, from purely an engineering standpoint, but not at all necessarily from a practical standpoint, these 42 UHF channels would make possible 1600 metropolitan stations. These, added to the 645 VHF stations I have just discussed, would give us 2245 metropolitan stations in 1400 communities. [See also Supplement No. 64.]

In addition, about 1000 low-power community type stations are provided for in the UHF. These stations will have a maximum power of 20 kw as compared with a maximum power of 100 kw for the metropolitan VHF stations and 200 kw for the metropolitan UHF stations on the basis of an antenna height of 500 feet.

As a rule these stations will be assigned only in those communities which are not a part of a metropolitan district. It should be pointed out in connection with UHF that the Commission proposes the same separation between co-channel stations and adjacent channels as in the VHF.

With 2245 metropolitan stations and 1000 low-power community stations provided for in our table and even taking into account the channels which may fall in areas where they cannot be utilized because of economic reasons, you can see that America is assured of an abundance of TV. We are confident that if this proposed table is adopted we will have the truly competitive service which will assure diversity of TV programming to the American people.

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As to Color: The Commission has witnessed several demonstrations of three color systems—those of the Columbia Broadcasting System, the Radio Corporation of America, and Color Television, Incorporated, of San Francisco. The latest demonstration of the latter system was given in San Francisco Wednesday [May 17].

I do not propose to try to evaluate for you all of the technical details of the color systems proposed. I do think it important that you know something about the systems in order that you may see the character of the problems which the Commission must decide in writing engineering standards for color TV.

For example, the system proposed by CBS involves a change of transmission standards in two important respects. First, the number of lines is reduced from 525 to 405. Secondly, the number of fields is changed from 60 for black-and-white TV to 144 for color—that is, a substantial increase in the number of fields scanned per second. Present black-and-white receivers in the hands of the public will not receive a black-and-white picture from CBS color transmissions without the addition of a manual or automatic adapter capable of converting the receiver to receive pictures under the color TV standards proposed by CBS.

In the case of both RCA and CTI, the standards as to number of lines per picture and number of fields per second are identical for both color and black-and-white. Therefore, with color transmissions from these systems, present-day receivers in the hands of the public will receive black-and-white pictures from both RCA and CTI color transmissions.

Many Technical Considerations

Another example of the technical details of the color systems which create problems in the decision making process arises from the method employed by the various systems in showing color pictures. At the present stage of development, the CBS system uses a mechanical rotating filter in front of the tube of a TV receiver as the means of producing color. Since the mechanical filter must be more than twice the size of the tube due to the fact that it rotates upon an axis, it is obvious that the direct view tube, as a practical matter, cannot be larger than 10 to 12 in. It is theoretically possible to build mechanical rotating filters for tubes of larger size, but the size of an ordinary living room is not conducive to the manufacture of receivers of this type for 16, 20 and 24-in. tubes.

Until a few weeks ago the RCA system utilized 3 tubes, one for each color, and a system of dichroic mirrors to converge the signals from the 3 separate tubes into a single picture. This was a costly and cumbersome procedure and you can see that it involved a fundamental problem of registration of the complete picture.

A little more than 6 weeks ago RCA demonstrated a single tri-color tube to replace the previously employed cumbersome mechanism for reproducing a color picture. This tube is in the early stages of its development and RCA relies quite heavily upon this development in expressing their belief that their system is now ready for standardization. The Commission, therefore, must judge whether the tube is sufficiently developed on which to base a judgment that the apparatus employed in the RCA system is ready for public utilization.

It should be said that if and when the RCA tube is ready for public use and can be produced in quantity the tube can be employed by the CBS system and, by its use, CBS can then discard the use of the mechanical rotating filter.

Color Television Inc. displays color through the employment of a projection method. It is claimed that they can display color by a direct view tube just as the other systems claim they can do, but up to this point, all of their demonstrations have been from projection model receivers. The RCA direct view tri-color tube now in the process of development, and other such tubes being developed in other laboratories throughout the country and not yet demonstrated to the Commission, can probably be utilized by CTI to better advantage than the projection method which they are now using.

Questions the FCC Must Resolve

I hope I have not in any way indicated that the Commission or that I presently favor one of these systems as against the other. The Commission has never discussed the merits or lack of merits of any of these systems for the purpose of reaching a decision in this part of the television proceeding. The record will be completed at hearings scheduled . . . May 25, and will continue for one or two days. When the hearing is finished, the parties will file proposed findings of fact and proposed conclusions, and when those documents are before us, the Commission can then get at the decision making process.

All 3 systems have shown marked improvement since their first demonstrations. These improvements were coming at the rate of one a week during the April and May portions of the hearing. There is no question but what the Commission's order stating that they would entertain proposals for color TV has spurred the development of these techniques by months and years.

When all the testimony is in, here are some of the questions the Commission must decide regarding color:

How important is it to have a system whose color transmissions can be received in black-and-white on existing receivers without the expense of an adapter? This is compatibility and it would mean that existing receivers would continue to bring in black-and-white pictures.

Should we give all of the systems more time for experimentation and development?

If more time were to be allowed for experimentation and development of all color TV systems, could the freeze be lifted and permit black-and-white TV to go ahead? Or must the freeze be kept on until it is practical to write engineering standards for color TV?

What Would Set Makers Do?

If there were to be time for further experimental and developmental work, is there any action which, taken now, would protect the public presently buying TV receivers in a manner which would reduce the obsolescence factor in the event the Commission decision favored a color system incompatible with present black and white standards?

Given the assumptions I have just stated, could it be expected that the TV manufacturing industry would immediately build manual or automatic adapters in all TV receivers? Would the relative small cost for such an addition to a set be worth it in terms of giving the widest possible latitude for decision after further experimentation extending perhaps a year or more?

Or must we write multiple standards and let the public decide in the market place which is the better system? Is there any way to assure the future use of all color sets if such a proposal is followed? Is it a proposal in which the public will willingly accept the risks and costs involved?

Or must we reject all of the systems and say that we will proceed immediately with black-and-white TV in both bands and let color wait until another generation or two, and in another, and now unexplored, portion of the spectrum?

Lifting of Freeze at Year's End?

The color phase of our hearing will be completed by May 26. The Commission will then have the task of studying some 10,000 pages of testimony and 250 exhibits. Just how long it will take us to arrive at a decision on the color question, I don't know. After we issue the decision we will take up the matter of allocations.

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My best judgment today is that all this cannot be completed and the freeze ended much before the end of this year. If the freeze is lifted by the end of this year, the Commission will begin processing applications early next year.

In some cities there will be more applications than there are channels available. In such cases the Commission will have to hold a hearing to determine the applicants best qualified to receive the grants. In cases where the number of applications is less than or equal to the number of available channels, hearings will not be held unless for some specific reason it becomes necessary to decide the qualifications of some of the applicants. Where hearings are not necessary, we expect to be able to process the applications expeditiously. When the freeze is lifted, a reasonable time will be permitted for other applicants to file. . . .

A question we are frequently asked is why we cannot lift the freeze in a certain community without waiting for the conclusion of the present hearing and the general lifting of the freeze over the nation.

The answer to that is that any changes that might have to be made in the present proposed allocations in one city might set up a chain reaction of changes elsewhere. In TV no city lives unto itself alone.

Suppose that we now permitted the construction of stations in Denver—or any other city—and later found that the weight of the evidence should indicate that the 220-mi. and the 110-mi. channel spacings are insufficient to provide an acceptable interference-free TV service? It would be extremely difficult to change the allocations in a region in order to eliminate potential interference. If changes were to be made in allocations plans after the construction of a station has started, the permittee might be put to considerable expense.

When we proceed with construction in TV, when we give the green light to TV's coming expansion, an expansion that will involve billions of dollars, we must be sure that we are right. We cannot expect people to make costly investments in TV stations unless they are assured that the channel allocation plans are based upon the most complete and the most competent engineering testimony available.

To jump the gun and begin making piecemeal allocations now would not be calculated to insure the stability of what should be one of America's greatest industries. . . .

Color and the Freeze

The point has also been made that none of the color systems proposed would cause any interference problems that would affect the proposed allocation table. Hence, they suggest that we need not wait until the color issue is resolved before lifting the freeze.

The answer to that is this: The Commission cannot make any assumptions on so important a matter except on the basis of all the testimony—the full record and on the basis of demonstrations and field tests. It must be completely satisfied on a scientific basis that the picture quality and the performance of the proposed systems can be accommodated by a 6-mc channel.

The Commission must also satisfy itself that the interference and propagation characteristics of the proposed systems will be accommodated by the 220-mi. and 110-mi. separations. We have asked the proponents of the 3 systems to conduct field tests to establish this point. The results which we have received in the hearing up to this point from CBS and RCA indicate that the channel separations on which our proposed allocations are based would be adequate for color and black-and-white. However, we do not yet have information on the separations that would be required for the CTI system. I do not think that any of you here in the West would want the Commission to disregard the proposal of CTI because that interference information is not yet available to us.

The Commission has still to hear testimony from all interested parties on the proposed VHF allocations. To take any other course would be arbitrary and unsound and might result in future difficulties, comparable to the difficulties which resulted in the present freeze. In fact, it might well be jumping from the frying pan into the fire.

In fact, any change in those allocations could be made only at the expense of deleting or changing the channel assignments made to permittees elsewhere. If changes had to be made in allocation plans after the construction of a station has started, the permittee might be put to a considerable expense to replace transmitter equipment, secure a new antenna and perhaps build a tower at another location. Verily, in TV no city lives unto itself alone. . . .

The kind of TV system we are now working on will be worth waiting for. It will be a better service for the public, and a more stable, attractive enterprise for the broadcaster and the manufacturer.

TV Will Move Fast After Freeze

Once the freeze is lifted, TV will move ahead with Seven League boots toward its goal as America's dominant form of broadcasting—as America's dominant medium of mass communications. Already it is having far-reaching repercussions in our home life, our social life, our educational and informational techniques, our entertainment industries and on commerce.

Already there are 5,500,000 sets in the hands of the public, and in 3 years from now, there should be around 25,000,000.

The TV stations already on the air cover areas occupied by more than one-third of all the families in the United States.

According to a recent survey, more people in the city of Baltimore are now watching television than are listening to the radio. And in Washington, D. C., the schools have just come up with a survey showing that nine out of ten pupils are now watching TV and 2 out of 3 watch as many as 4 programs a day.

Approximately $35,000,000 was spent in TV broadcasting by advertisers last year.

TV can have an almost magical effect in uniting this nation, in speeding a mutual understanding of the problems of our diverse social, economic and racial groups and in overcoming the barriers of geography.

Our coaxial cable and radio relay facilities to exchange television programs between cities will be more than quadrupled this year. By the end of the year more than 40 cities will be bound together. These facilities are moving steadily westward.

TV Relays Extending Westward

The New York-Chicago radio relay system is now nearing completion and the installation of equipment for the Chicago-Des Moines and Des Moines-Omaha links is under way. The link from Omaha to Denver will be completed in May of next year . . .

The great day when the Atlantic Coast and the Pacific Coast are finally joined by TV will come sometime in the latter part of next year by the completion of a radio relay link between Omaha and San Francisco. The present coaxial cable between Portland and Sacramento, now used for telephone service, can be converted for TV transmission. Thus Portland can look forward to being connected with the Atlantic Coast by TV almost 70 years after it was connected by railroad.

I give you my pledge that we will lift the freeze at the earliest practical date and that in all our planning we will insure that [Portland & Denver] will share fully and freely as is her right in the exciting, challenging future development of American television.

definitely there. These factors were particularly bad on standard black-and-white set. This, in spite of new double "Interlaced Shift" which helped a little.

* * * *

RCA was chief object of attack by CTI president Arthur Matthews in testimony after demonstration, though CBS also got very rough treatment in his 14-page statement (copies available on request). His 4 principal points, as elucidated by commissioners and staff in cross-examination:

(1) RCA system should be turned down, even assuming it were best (which he didn't), because RCA is too powerful.

(2) CBS's incompatibility, alone, is enough to rule it out.

(3) CTI needs a little more time, principally to try its system out with one or other of the various tri-color tubes.

(4) Multiple standards won't work, would be tantamount to granting RCA exclusively. RCA would overwhelm all other systems by sheer economic weight.

RCA never pushed color, Matthews charged. It's a "Johnny-come-lately" in 6-mc color, he said, and its system is "still embryonic." The system is "altogether too complicated for the average serviceman to handle," he said, "or for the average viewer to adjust successfully, and certainly for TV's largest audience, the children, to operate." And tri-color tube, he thought, is still an experimental device.

Matthews was scornful of RCA's "more than a hundred engineers who had been struggling day and night to make the dot-sequential system presentable." CTI, he said, had developed system with only 3 engineers and 4 technicians and has been spending "100-cent dollars" on its effort.

RCA technicians "practically had to rebuild" WNBW's standard transmitter (in Washington) before it would handle RCA color, he charged, challenging RCA to transmit over "neutral unaltered" station.

As for CBS, Matthews said: "The successful public absorption of a non-compatible color system would be almost an impossibility...The hour [is] too late."

It would take 2-3 years to adapt or convert existing sets to CBS system, he estimated. In interim, he ventured, only CBS and NBC "could withstand the impact of such a situation, and the little broadcaster as well as the little manufacturer would, we believe, be forced to the wall.

"More dangerous than this, however, would be the effect on the millions of set owners [who] could be expected to be heard from in no uncertain terms.

"Doubtless CBS would indignantly refuse even to consider taking on the financial responsibility of paying all, or any part of the cost to all present set owners of adapting or converting their sets. Yet this vast cost is fundamental to the CBS proposal." Those factors cooked the CBS goose, he figured.

Multiple standards, Matthews continued, are a "delusion and a snare." No one would be able to compete with RCA system, he asserted, as long as RCA maintained its powerful patent position, manufactured sets, operated NBC.

On other hand, CTI wouldn't manufacture sets, would be glad to join open patent pool, he said. In fact, if composite color system is possible, he's for it.

* * * *

CBS counsel Richard Salant dismissed Matthews' statement as pure "argument," saying there was nothing in it to cross-examine. However, Salant did try to get him to agree that cheap conversion of existing sets to color is important. Matthews thought it is, but that tri-color tube offers only practical means for doing it.

"A lot of rhetoric," is what RCA counsel Joseph Heffernan termed Matthews' testimony. But he did try to break down a few remarks. For example, he asked Matthews his basis for saying RCA practically had to rebuild WNBW transmitter and where Matthews got idea that RCA asked for standardization of its simultaneous system in 1946. Matthews said he got information from his engineers and counsel. Heffernan asked permission to cross-examine them in Washington next week.

* * * *

For demonstration, signals came from CTI laboratories at 30 Sterling St., fed to KPIX via microwave, transmitted on Channel 5, received in St. Francis Hotel

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on 2 projection receivers, plus the RCA 3-tube set, plus one 12½-in. RCA black-and-white receiver.

RCA 3-tube receiver didn't work first half of show and, for a while, demonstration looked very much like Washington showings (Vol. 6:8,11). CTI took blame for set's failure, finally got it operating. RCA had sent receiver and 2 engineers, at FCC's request, for purpose of getting brighter, well-registered picture.

Ambient room lighting was .1 ft-lambert. CTI technician measured highlight brightness of 4 & 1.8 ft-lamberts, respectively, on projection sets, 7 on RCA set, 20 on black-and-white.

Resolution was estimated by FCC's Edward Allen and Wilmar Roberts, taking 2 sets of measurements: on 3-tube RCA set, 225-250 lines horizontal, 260-275 vertical; on projections, 175-250 lines horizontal, 160-250 vertical. Black-and-white was 150-275 horizontal, 300 vertical. Reason for large differences stemmed from fact system wasn't working too well during first group of readings. Allen and Roberts generally didn't differ much. CTI's Donald Lippincott claimed that capabilities of image orthicon, not system, limited resolution.

Singing cowboys, Indians, models, grocery products were shown first -- and color fidelity usually was quite good. Technical tests included rotating paddles, keyboard pattern, introduction of oscillator interference.

On keyboard pattern, of type used at Laurel comparative demonstration (Vol. 6:8,9), jitter was really bad in the smaller keys. Paddles gave no trouble -- no breakup. At signal-to-interference ratio of 10-to-1, picture behaved about same as black-and-white under same condition. At 5-to-1, near or on carrier, color information was lost and colors varied widely.

* * * *

What really worried Chairman Coy is fact CTI hasn't yet presented any figures on co-channel and adjacent-channel operation of system. He made it clear FCC can't consider freeze and allocations until it knows. He insisted data be presented by time hearing resumes in Washington. CTI people went right to work on project.

Coy also asked Matthews his insistent uhf question (Vol. 6:14): What do you think of moving all TV to uhf eventually, allowing time to amortize vhf first? Coy wondered if 6-year period would be adequate, noting that Internal Revenue has that schedule for transmitter amortization. Matthews replied he hadn't thought about it. It's possible that FCC would like to accomplish vhf-to-uhf move, if it can be done, but it isn't getting much encouragement from telecasters. They're waiting for uhf to prove out, receivers to become available.

* * * *

Hearing next week will be in Room 6121, New Post Office Bldg. Everyone hopes May 25-26 will wrap it up, except for briefs due within 30 days thereafter.

RCA demonstration at Home Show in Washington's Armory continued no better than fair this week. Blame was placed on faulty phone company microwave link and interference from other TV displays and electrical equipment. Although RCA officials felt they had pretty well solved problems by week's end, pictures still weren't up to previous showings to press and FCC.

KALAMAZOO STARTING, MORE APPLYING: June 1 is formal debut date for Michigan's newest TV outlet, the nation's 105th -- WKZO-TV, Kalamazoo, Channel 3. It widens populous TV areas already partially served by Lansing's WJIM-TV, which started May 1, and Grand Rapids' WLAV-TV, operating since last August. NBC Research already accredits Kalamazoo area with 9600 TV homes, after some 2 months of testing (Vol. 6:14). WKZO-TV itself claims some 11,000 in Kalamazoo-Battle Creek region, 45,000 within 40-mi. radius, 55,000 within 50 mi. Its own microwave relays from Detroit and Toledo (it will be basic CBS-TV) won't be ready until later in June, with stations at Albion & Manchester, Mich.

Though TV applications filed now mean no priority post-freeze, they're dribbling in -- 2 this week, from Lancaster, Pa., WLAN seeking Channel 9; from Sioux Falls, S.D., KELO seeking Channel 11. [For details, see TV Addenda 10-S herewith.] That makes 349 applications now in FCC files.

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in.) since beginning of 1950. Admiral broke one last winter at $180, Motorola at $190, and RCA's at $230 included matching table. For 5 months, Emerson made no move to meet these prices, albeit its reputation was built in low-priced field. Therefore, it was "about time" for Emerson to come forth with cheaper numbers (table at $160, console at $260).

From one of the small but strong manufacturers, Frank Andrea, came prediction that "the shoe will start pinching about July 1 or sooner." Majority of set makers, said he, will reduce prices in new lines to be announced in June and July. "But it will not be as drastic as last year," he said.

FIRST U.S. EXPORTS OF TV APPARATUS: First large-scale shipment of American TV receivers to any foreign country occurred this week when GE sent 2000 chassis (12½ & 19-in.) to Brazil in preparation for August opening of publisher-broadcaster Dr. Assis Chateaubriand's Station TUPO, now being installed by GE atop Rio de Janeiro's famed Sugar Loaf Mt. (Vol. 5:43). Chassis will be built into cabinets made by GE Sociedade Anonima, local affiliate. Altogether, Brazilian government has authorized importation of $500,000 worth of TVs.

To Mexico City, RCA will soon ship 500 non-synchronous TV sets (10-in.) -- these to be adjusted by RCA Mexicana S.A. to work on local 50-cycle current. They're on order of publisher Romulo O'Farrill, who has ordered RCA transmitter to be built in National Lottery Bldg. (Vol. 6:16).

Thus far, U.S. manufacturers have sold 5 transmitters to Latin America, and GE has sold one to Radio Italy in Turin. GE has also sold one to Emilio Azcarraga, Mexico City. RCA's other sales were to Dr. Chateaubriand for his second station, in Sao Paulo, Brazil (Vol. 5:43), and to Goar Mestre (CMQ) for Havana (Vol. 5:53).

Colombia's director of cultural extension in Bogota has let U.S. govt. trade officials know he's interested in receiving bids for station and receivers. It's reported Colombia has already had British bid of $500,000 and Dutch of $650,000 for transmitter and 500 initial sets, for which it's preparing to spend $300,000-$700,000. Bidder must also train Colombian technicians.

Uruguay last year evinced interest in U.S. equipment and standards, but nothing ever came of it (Vol. 5:45,51). One problem with exports is that some current is 50-cycle, which means U.S. 525-line apparatus has to be adapted. There's also question of monetary exchange, not so serious with some of our Latin American neighbors but practically prohibiting exports to Europe and rest of world. Even British haven't made much dent in that field. Russia, of course, continues to beat propaganda drums about "inventing TV" and superiority of its TV system (including color) -- but nobody, not even American correspondents who have been stationed in Moscow, appears ever to have seen Soviet TV.

Trade Personals: Capt. David R. Hull, USN (ret.) joins Raytheon May 15 as asst. to Equipment Divisions v.p. **Wallace R. Gifford**—and not David R. Smith, as erroneously reported here last week; we sincerely regret the inadvertancy . . . **L. M. Clement**, Crosley director of engineering, named technical advisor to v.p. & gen. mgr. **John W. Craig; D. B. Nason** appointed mgr. of electronic engineering, **O. E. Norberg** mgr. of appliance engineering . . . **George S. Eveleth Jr.** elected executive v.p. of GE International . . . **Alfred C. Lindquist** shifted from mgr. of TV Antenaplex Systems to mgr. of sound products and associated electronic activities, RCA Engineering Products Dept . . . **Charles Grean** new mgr. of RCA Victor recording div. popular artists and repertoire, succeeding Joe Csida, resigned to return to *Billboard* . . . **A. Earle Fisher** named merchandising mgr., Westinghouse home radio div. . . . **Edgar H. Wimpy** promoted to director of quality control, Hytron.

Cost of converting black-and-white station to RCA color, according to exhibit introduced by RCA in color hearing: $54,440 for one camera chain, $26,750 for each additional camera.

Senator Johnson issued his own color-freeze timetable this week, after group of New York-Hollywood showfolk known as National Society of Television Producers waited on him with their counsel, former FCC chairman James Lawrence Fly, to protest freeze. His estimate, which sounds off kilter to us, is that FCC can't start allocations hearing before making color decision; and color, he figures, isn't likely to be decided before Sept. 1. Actually, there's nothing to stop FCC from plunging into allocations hearing in latter June, right after 470-500 mc hearing which starts June 5 (Vol. 6:18). The Senator said he looks for final allocation decision in later November or early December. If color isn't decided first, said he, "I am informed on the highest authority that . . . commercial advent of color would be set back a generation." He expects Condon Committee color report in early June.

Webster-Chicago, after planning demonstration of CBS color at Chicago Parts Show (Vol. 6:17), postponed it with announcement that "attention to this planned showing of closed-circuit color TV has threatened to build it into far more than was intended, to the possible detriment of the industry."

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Zenith's Comdr. E. F. McDonald, on personal Phonevision "selling" tour, called on FCC chairman Coy, Comr. Webster in Washington May 9, cut short visits due to illness. Next week, he meets with board of TOA in New York, following up visit with TOA's Gael Sullivan. In Kansas City this week, Kansas-Missouri exhibitors were told by Allied States' president Trueman Rembusch (reflecting bitter opposition to pay-as-you-look-TV plan): "Obviously this film [Zenith's industrial film on subject] was produced in order to take the motion picture producers up on the mount and show them the false pleasures and profits they would garner through giving their film to phoney [sic] vision." During week, North Central Allied convention in Minneapolis tabled most drastic anti-TV move yet put forth by theatremen—calling on IATSE union to help ban release of all feature films to TV, feature being any film over 4 reels. In Washington, FCC Chairman Coy replied to Senator Tobey's recent letter (Vol. 6:17), said he thought failure of movie firms to supply Zenith with film would be good subject to take up if and when Hollywood producers apply for TV stations.

Provocative thinking about TV and movies is expressed by radio-theatre-movie producer John Houseman in "Battle Over TV," in May *Harper's Magazine*. Article envisages "early marriage" between broadcasters and moviemen, sees forthcoming alliance between "sponsor-selected" TV programs for free and "freely-selected" shows for pay (latter could be Phonevision, he says). Houseman sees TV winning over movies, because public goes for technological improvements even though at beginning its inferior to original (cites talkies vs. silent pictures in early '30s). As to radio, Houseman says, "Radio was never more than a transitional step toward TV . . ."

Effect of TV on school children isn't as dark as painted, judging from 2 new surveys. In Washington, associate supt. Carl F. Hansen sampled 500 elementary school children, found 56% have TV in own homes, more than half watch TV "to some extent" every night. Sampling 546 teachers, 49% said TV is harmful to children, 44% said it isn't, 7% had no opinion—yet 58% answered "yes" when asked if TV is contributing to "educational achievement." Among 54 parents, all but 9 thought TV beneficial to their children, stimulating interest in news, science, travel, etc. In Chicago, asst. principal Philip Lewis, South Shore High School, studied grades of 500 students having TV at home, reported: "Excellent and superior students can view 15 hours or more per week without harmful results. Good or lower-grade students can't."

Excellent preview of allocations hearing, in May 6 *Business Week*, is recommended reading for industry and laymen alike—now that FCC is about to get into problem. Article shows unusual care in preparation, good appreciation of reasons for freeze, problems of vhf-uhf intermingling, processes involved in ending freeze and resuming normal station construction. It has considerable analysis of FCC's proposed allocation and DuMont's counter-proposal. To refresh yourself, you may want our reprints of both plans—Supplements 64 & 65 for FCC's, Supplement 68 for DuMont's.

Warning Canadian sports promoters to "keep clear of TV," ex-heavyweight boxing champ Jack Dempsey April 25 told Montreal sportsmen that "many money-grabbing stadium owners [in the U. S.] are selling out their shows to TV and the sport is gradually being taken away from the original promoters."

Trend to more beer drinking at home, less in public places, was attributed to TV by R. J. Cheatwood, president of National Beer Wholesalers Assn, speaking before New York convention this week.

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FCC chairman Wayne Coy, after CTI color demonstration in San Francisco May 17, goes to Portland to speak before City Club May 19, then speaks to Denver Rocky Mountain Radio Council May 22. Subject is "TV and the Freeze"—and he's expected to tell those cities why they missed out on TV service, when they can reasonably expect it.

Proposed FCC rule defining how far telecasters can go in operating audio transmitters without related video (Vol. 5:2-3) will be argued June 2—postponed from May 12. Following have filed briefs, most making point that music is necessary with test patterns to demonstrate and install sets: ABC, NBC, NAB, TBA, KPIX, KSL-TV, KTLA, KTTV, WBTV, WKRC-TV, Fort Industry, RCA Service Co., Television Installation & Service Assn.

Another source of TV interference, of sort brought to light only by experience, is reported by Cleveland's WEWS. New receivers with high gain, using 25.75 IF, in weak signal areas, has third harmonic (77.25 mc) troubling Channel 5 reception. So far, trouble has been noted on new RCA, Admiral and DuMont sets. It's understood there are various methods of reducing effect. One veteran receiver engineer's comment: "A big reason for such trouble stems from fact that people watch pictures produced by very weak signals, far weaker than we thought they would. We used to think in terms of a 500 uv/m minimum, because that's what FCC would protect, but we find folks looking regularly at signals as low as 50-80 uv/m."

Newspaper sales decline of 17% due to TV was privately estimated by circulation managers attending recent Western Conference of Circulators in San Francisco. Charles Thieriot, manager of *San Francisco Chronicle's* KRON-TV told circulation managers that newspaper sales, especially in evening field, would decline because of TV's impact. He based forecast on survey of 500 local set owners, plus reports from Washington, Los Angeles, Baltimore, St. Louis. "Newspapers are losing advertising to TV," Thieriot said. "That will reduce the number of pages and tend to reduce the percentage of business as a whole." Of recent evaluations of TV's effect on newspapers, these were most pessimistic so far. But that 17% decline didn't seem right to Matthew G. Sullivan, circulation director of Gannett Newspapers. His poll of circulation managers, as reported in April 22 *Editor & Publisher*, showed estimates ranging from "no effect" in such cities as Tulsa and Rochester to "down 12% from year ago" in Los Angeles.

TV freeze here has served Canadian Broadcasting Corp., which not only operates radio stations and networks commercially but regulates the private stations with which it competes, as good excuse for delaying advent of TV in Dominion. Nevertheless, Canadian RMA members reported at recent Quebec meeting, about 50,000 TV sets will be sold in Canada this year—in areas like Toronto, Hamilton, Windsor, Vancouver, capable of getting signals from U. S. stations. CBC is reported to have ordered TV transmitter equipment from British Marconi for early 1951 delivery, but stations it plans in Montreal and Toronto aren't expected on air before end of next year. Meanwhile, no private telecasting licenses are being granted.

TV sets with earphones—reminiscent of old "hornless" radio days—have been put on market recently. Hearing aid as well as TV manufacturer, Zenith equipped 1500 of its sets with multiple headphones for hard-of-hearing. For the harried non-viewer—who wants to read, write or converse without cacaphony of TV audio—Skinner & Pelton Inc., 100 N. LaSalle St., Chicago, is advertising "Silavox," attachment permitting earphones to be used with TV.

END OF COLOR SQUABBLE IN SIGHT: It's hard to believe, almost too good to be true -- but FCC's color hearing is just about wrapped up. Don't hold your breath, though, for an immediate decision. Few expect it before late July or early August. But the few remaining steps are clearly spelled out.

CTI demonstration in San Francisco next Wednesday, May 17, which we'll attend, will be viewed by FCC Chairman Coy, Comr. Hyde, staffmen Allen, Plotkin, Roberts. Then CTI witnesses come to Washington for cross-examination May 25-26.

Then, each of the 3 color proponents must file, within 20 days, "proposed findings and conclusions" (meaning their opinions of what record shows) regarding their own systems. They may do same with opponents' systems if they desire. Other hearing participants may also file analyses of systems, if they like; but few are expected to. Thereafter, all participants have 10 days to reply to those briefs.

That takes it to June 25 or 26. Commission is on its own from there on.

* * * *

This week's windup involved principally cross-examination of RCA v.p. Conway Coe about patents and Dr. Goldmark's claims of CBS's advantages over RCA.

Coe was attacked by FCC counsel Wm. Bauer, DuMont's Wm. Roberts and Comr. Jones, attempting to show that RCA keeps people confused about its patents so they'll take full licenses; that it suppresses patents; that it wants to tie TV standards tightly to its patents; that it discourages competitive research, etc.

How much they succeeded in impressing Commission, is impossible to determine. At one point in the wrangling, commissioners recessed for brief meeting and Chairman Coy then announced:

"The Commission is concerned about the general patent picture with respect to standards established by the Commission in the television field or to be established in the color television field. We are likewise concerned as to whether or not there has been any restraint upon development of a color system or upon improvements in any television system, and particularly whether or not the dominant position, or as General Sarnoff put it, the position of leadership in the patent field held by RCA has in any way [restricted] development of a new art."

He made it clear, however, that FCC wasn't going into interminable pursuit of all charges and denials.

* * * *

Dr. Goldmark's parting shots were concluded with: "I think that the possibility of the RCA system ever becoming a practical broadcast service for home use is extremely doubtful."

RCA has grave problems of registration, CBS system's inventor said, will probably have them forever. Cameras are particularly tricky, he added; and construction of single-tube camera would be "fantastically" difficult job.

He questioned whether RCA color fidelity would ever be any good.

Resolution of RCA pictures is degraded in color or black-and-white, he testified. He thought that black-and-white pictures from color transmissions are always fuzzy, that higher resolution can't be appreciated even if it's there.

RCA system is critical with regard to oscillator radiation, ghosts, other interference, he maintained.

RCA's receivers would always be more costly than CBS's, he claimed. Station operating costs would be excessive. He asserted that cost of maintaining camera tubes would run $30,000 annually for single camera.

All this, he said, contrasts with CBS system which is good, cheap, simple -- and ready now.

RCA counsel kissed off Dr. Goldmark's arguments with categorical denial, saying RCA's engineers had already completely refuted them.

* * * *

RCA, meanwhile, claims new developments almost daily. Dr. Engstrom said they had already operated 3-gun tri-color tube with 50% more brightness, 1-gun with 100%. During week, FCC staffmen were shown RCA color transmissions with reduced dot structure (Vol. 6:17,18). It's understood that handful of components, involving

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"high Q" coil, does trick. And RCA is now taking its system to the public; ads in Washington papers are heralding demonstrations on 2 receivers being shown at May 12-21 Home Show in Washington's National Guard Armory.

First showings weren't so hot, Friday night. They were way below previous demonstrations. There was considerable color contamination and misregistry. We heard several people remark that they didn't compare at all with CBS pictures they saw in Walker Bldg. (Vol. 6:2 et seq).

* * * *

Industry has come to realize that FCC is bound to come up with some sort of pro-color decision. For example, Philco president Wm. Balderston issued statement to effect that Philco has made important contributions in color and uhf fields, strengthening its patent position. Further: "When the Commission establishes color television standards, Philco will be in a position to put color receivers on the market at least as rapidly as any other manufacturer...Philco believes that a successful compatible system is definitely attainable and is devoting its research and engineering work to achieve it."

Watch the rumors fly now, with daily reports of "inside dope" that FCC has made up its mind to do this or that. We suggest you take all of them with grain of salt, for a time, at least. One hot summer day the rumors will be right, but you may as well relax for a little while -- if you can.

NEXT, HOW TO PUT UHF TO WORK? Uhf is again FCC's prime objective, now that the color alley has been thoroughly explored. Full expansion of vhf, of course, is regarded as an immediate and substantial job. But Commission feels vhf is a going concern in great demand, doesn't need impetus uhf does. And uhf, says FCC, is essential to real nation-wide service. Most of industry has accepted that, for the 12 available vhf channels just aren't enough. If all uhf (470-890 mc) were made available to TV, it would provide 70 more channels.

Here's pattern you can expect during forthcoming allocations hearings:

Telecasters and applicants will naturally make every effort to capture coveted vhf channels -- "the bird in the hand." FCC will do all it can to encourage uhf pioneering. Applicants will accept uhf only when it's all that is left.

Telecasters' and applicants' shyness of uhf is understandable, since that kind of pioneering means the bluest of blue chips. Nevertheless, there are some noteworthy venturers into the field already. Besides such manufacturer-telecasters as RCA, Westinghouse, Philco and DuMont, there are John Poole of Long Beach, Edwin Pauley of San Francisco, the Steinman (Pennsylvania) stations, Scranton's WQAN, Pawtucket's WCFI (for full list of Experimental Stations, see TV Directory No. 10).

Enthusiasm is growing gradually, particularly among those AM broadcasters who aren't able to get vhf. Fairly favorable results attained by RCA-NBC at Bridgeport (Vol. 6:5,14) are raising uhf hopes. New Haven's WELI is already sold on uhf (Vol. 6:6). Now Hartford's WTIC is getting excited, after it's engineers reported continuous reception from 55-mile-distant Bridgeport.

Manufacturers' attitude seems to be this: Transmitter makers want to be ready to sell whatever stations need. Receiver makers are looking forward to new markets created by uhf; also, they're ever alert for any device enabling them to make a sales pitch based on something "extra".

Virtually all major manufacturers are doing something in uhf. A few cover the whole front -- propagation, transmitters, receivers. Others, such as Collins and Eitel-McCullough, are concentrating on transmitter tubes. And there has been a constant parade of set makers to Bridgeport, trying out new tuners and converters.

In a unique category is wealthy young John Poole. He commissioned Stanford Research Institute to tackle both receiving and transmitting ends of uhf. Last year, Institute came up with receivers it considered pretty good (Vol. 5:13,18,32). Now, it has built 530-mc transmitter, producing 150 watts but "capable of being amplified to powers in the tens of kilowatts using relatively simple radio frequency amplifiers." Men from big research outfits, who've achieved mere 1 kw so far, say: "We'd love to see those 'tens of kilowatts' on the air."

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MARTIN CODEL'S
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Television Digest

WITH AM FM REPORTS

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May 6, 1950

(For Report on Sarnoff Color Testimony This Week, See Section II)

FREEZE HEARING BY FOURTH OF JULY? Beginning of freeze-allocation hearing seems well within sight, now that FCC has virtually set date for end of color hearing. It's believed Commission has accepted industry's evidence that color stations will require no different allocation from black-and-white. Hearing on uhf and allocations should begin by early July, or 21 months after freeze began. Here's the prospect:

(1) Additional color testimony and cross-examination, with CBS and RCA witnesses, is scheduled for as much of next week as necessary. Actually, all 5 days are set aside, if needed, obvious effort being made to speed up conclusion.

(2) Hearing moves to San Francisco May 17 for CTI demonstration of improvements. Comrs. Coy and Hyde, staffmen Allen, Chapin, Plotkin are scheduled to attend showing in St. Francis Hotel, leave by train May 12.

(3) Cross-examination of CTI in Washington May 25, and next day, if needed.

(4) Beginning of hearing June 5 on Bell Labs request for 470-500 mc portion of uhf band for common carrier use. Hopes are this will take only couple weeks, with decision very shortly thereafter.

(5) Start of general allocations hearing late June or early July, undoubtedly well before color decision.

TV TAX BEATEN, BUT END IS NOT YET: Keep your fingers crossed -- that's best advice of competent Congressional observers following Tuesday's 14-11 vote of House Ways & Means Committee against imposing 10% excise on TV sets. Rep. Jere Cooper (D-Tenn.), acting for Administration, offered motion to tax TV but, thanks largely to excellent case put up by Labor and the industry (Vol. 6:8), it was defeated. Cooper is ranking Democrat on committee after Chairman Doughton. Since committee has cut more than $1 billion in excises, without compensating taxes, TV can't be considered off shoals yet. Proposed compromise that both radio and TV be taxed 5% (radio 10% tax having been retained) was refused by Administration forces.

Some committeemen say they're certain vote won't be reversed. Committee is now working on over-all revenue-raising program, is expected to have bill out by end of month. After bill is reported out, it must pass House, goes to Senate Finance Committee (Georgia's Senator George, chairman), then to Senate. Invariably, it winds up in Senate-House conference to iron out differences, then goes to President.

TV CLAIMS TO MAJOR MEDIA STATUS: Many broadcasters say current activity in AM rate field due to TV inroads (Vol. 6:12-15) is so much baseless talk -- some even call it a "conspiracy" on part of TV zealots. You heard such reactions at recent Chicago NAB convention (Vol. 6:16), and radio spokesmen lash out with counter-data every time anybody makes a case for TV. Be that as it may, this week brought forth even more potent ammunition for the TV salesman:

(1) NBC released survey by Hofstra College showing tremendous impact of TV advertising, containing figures bolstering TV's claim to major media proportions.

(2) Crosley's WLW, in current presentation to advertisers and agencies, frankly states that it foresees TV dominant in its market by 1954 -- rests hopes of own AM future on wider, more penetrating, cheaper 50-kw coverage.

(3) Latest Hooper ratings showing TV taking over much of broadcast audience

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Television Digest WITH AM-FM REPORTS

Section II
May 6, 1950

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SARNOFF'S ALL-OUT PITCH FOR RCA COLOR: FCC finally hit bedrock in color probe this week -- and now the end of 8-month-old hearing is in sight (see p. 1).

After 16 hours in witness chair Thursday and Friday, 10 of them one day, RCA chairman Sarnoff had convinced majority of his audience -- perhaps even Comr. Jones -- that RCA had thrown its giant resources into hastening advent of color TV. "RCA is 100% for color TV," Gen. Sarnoff asserted.

If standards are adopted, and commercialization of color TV is authorized soon, he promised RCA would be producing color sets at rate of 200 per week by June, 1951, 1000 per week by end of that year, substantial increases thereafter.

[For salient excerpts of Sarnoff statement, see Special Report herewith.]

* * * *

Gen. Sarnoff's extraordinary performance (he testified until 11 p.m. Thursday, so as to make board meeting Friday) lent force to this prediction (Vol. 6:13): That neither CBS nor CTI system, alone, appears to have much chance of being authorized. It may have increased possibility RCA system, alone, may be adopted -- though probably only after specified period of all-industry experimentation. Multiple standards, of course, may be Commission's easy way out, politically -- temporarily -- but no one, not even CBS or CTI, seems very enthusiastic about that.

It was manifest that the chief opposition to RCA lay in fear of building up its already strong patent structure by favorable decision.

Hearing's 2 highlight days drew blue chip audience: RCA's own top brass, including president Folsom and a dozen New York-Camden executives; CBS president Stanton, v.p. Joe Ream, et al; former top govt. figures like Ex-Sen. Burton K. Wheeler, now RMA counsel; Clark Clifford, ex-asst. to President Truman, now RCA counsel; Judge Samuel Rosenman, ex-aide to President Roosevelt, now CBS counsel -- to name just a few notables in record turnout.

Atmosphere from outset was surcharged -- everybody expecting fireworks that did flare occasionally. There were sharp passages particularly between Gen. Sarnoff and Judge Rosenman, even to recriminations about such irrelevant aspect of intense and bitter RCA-CBS competition as the 33 1/3-45rpm battle.

* * * *

Two basic FCC policy questions stood out clearly, for first time, during lengthy Sarnoff cross-examination:

(1) Should motives of rival systems' advocates, real or alleged, and their past records in TV have any bearing on choice of systems?

(2) Should RCA's strong patent position rule out its system or make multiple standards mandatory?

Clear answer to first was given by FCC Chairman Coy, who brushed aside major CBS pitch -- that RCA rushed in with color system simply to block CBS's. Coy said, calmly: "I suppose it's natural in a hearing of this kind that there's going to be a lot of competitive feeling, and a bit of acrimony. The Commission is very little concerned about 'Who struck John' and this and that."

Then he reminded proponents that FCC invited color in notice of May 5, 1948 starting uhf hearing; that no one came forth with it; that it wasn't until hearing notice of May 26, 1949, inviting 6-mc color, that anyone offered it.

As for patent question, Coy had no specific comment. But it was obvious from tedious and intricate cross-examination on that subject that courts, not FCC, would decide whether RCA's patent position is good or bad. It's also apparent that major-

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ity of FCC, despite apparent predilections of some of its members, considers its job is to pick color system on basis of performance, not patents.

* * * *

What gave force to Gen. Sarnoff's testimony was his faith in RCA system, his willingness to back that faith with hard cash, his surprise commitments on color receiver and tube production, his analysis of what would happen if CBS field-sequential system were adopted, yet his commitment of RCA to make field-sequential sets if that's what FCC decides upon and public wants them.

He divulged RCA plans to spend "millions" on new plant to manufacture tri-color tubes [at Harrison, N.J.]. Mass production of tubes and receivers would be under way by June, 1951; tubes would be sold to other manufacturers who presumably would start set production as speedily as they could. NBC telecasting stations would be equipped for color and all others urged to do same.

Given proper standards, assured of compatibility with existing receivers, he maintained color could start and grow -- financed by a flourishing black-and-white manufacturing and telecasting industry.

In contrast, he warned, adoption of CBS's incompatible system would result in recession in set sales that would "cause the bankruptcy of many of the smaller TV set manufacturers of today." He also testified it would jeopardize telecasters, who would cut themselves off from their audiences whenever they put CBS-type signal on the air.

"The CBS system would never survive," said he, "no matter what decision the FCC makes." Nevertheless, he added, RCA would build whatever the public demands.

When Coy asked what he thought about FCC compelling manufacturers to put 405/525-line adapters into sets now, he asserted it was improper to require that. Coy asked whether FCC should ask Federal Trade Commission to require set makers put labels on receivers to indicate whether they had adapters. That was all right with Sarnoff, but he added:

"I'm against compulsion. If you believe you have power of compulsion, sit on it awhile -- see how things work out." "Right" system needs no compulsion.

Sarnoff's direct, hard-headed business approach was apparently to Commission's liking -- much more so than non-committal responses of some other witnesses. His quick mind, his great prestige, his record as one of radio-TV's great pioneers and builders, certainly added to the force of his testimony.

* * * *

Sarnoff was caught up a few times, generally on technical details. One question which arose several times dealt with his recommendation that color systems meet 3 basic requirements -- 6 mc, compatibility, quality as good as black-and-white. Yet he opposed multiple standards that would authorize several systems. But, he was asked, what if CTI improved and met those requirements? Wouldn't that mean adoption of both RCA and CTI -- meaning multiple standards? From his answers, it seemed he had written CTI off, had concluded it won't develop sufficient quality.

Then, he was asked embarrassing questions about those totally impractical 3-tube dichroic-mirror receivers RCA showed at first demonstrations (Vol. 5:42). He said RCA didn't claim those sets to be ultimate. On other hand, he wouldn't concede CBS system would improve even if it used tri-color tube, discarded disc.

Testing RCA's "we're ready now" assertions, FCC interrogators asked if he'd feel "more comfortable" if RCA had a few more months to work up exact numerical standards for system. He replied his engineers were ready now.

But it's obvious FCC is skeptical about that, inasmuch as RCA engineers had never recommended exact standards. But next day, Friday, RCA's Dr. George Brown came up with set of figures. Actually, FCC would probably hash those figures over, get others' opinions, before accepting them. As for getting NTSC to agree on them, Sarnoff thought it was too late for such procedure, said FCC could do the job.

Sarnoff dismissed number of other questions as details he was satisfied would be cleared up. For example, how did he know tri-color tube could be improved

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in resolution and brightness? He countered that he wouldn't be risking millions if he had any doubts.

CBS pounced on those statements. "When you sweep aside all of this technical discussion in the record," asked counsel Rosenman, "and the experience of the witnesses, and the engineering testimony, the technical evidence, it becomes rather simple for you to say, does it not, that the RCA system is much better than the CBS system?" Sarnoff reiterated that questions of detail were minor.

* * * *

Cross-examination on patents was extremely complex, sought to show that RCA, through patent rights, controls what is produced, stifles invention and progress. It's hard to say what testimony produced, Sarnoff saying he wasn't familiar with details, his counsel constantly interposing objections that disclosures might jeopardize RCA's current litigation (with DuMont & Zenith). Sarnoff deferred most questions to RCA's Dr. Engstrom and patent v.p. Conway Coe, due to testify next week.

DuMont counsel William Roberts harried Sarnoff at great length, mainly on patent policies, pursuing every possible avenue as far as Commission would let him. It's apparent DuMont loves RCA even less than it does CBS.

As hearing moved into late hours Thursday night, observers were treated to strange spectacle of Sarnoff and Jones tossing flowery compliments at each other. Sarnoff said he was amazed that a "lawyer could learn so much" and Jones confessed "you disarm me." Sarnoff admitted that Jones, FCC in general and CBS have done much to stimulate color development.

* * * *

RMA engineering chief, GE's Dr. W. R. G. Baker, was on stand both Monday and Tuesday, made a rough witness.

His main contentions: No system is ready yet; color must be compatible; RCA is probably on right track; tri-color tube is key to whole problem.

His recommendations: FCC should make major policy decisions, such as stipulating compatibility, then turn job of writing exact standards over to NTSC or comparable technical group. This group would need some 10 months to come up with best system, perhaps a composite one. Sets could be on market 5-6 months thereafter. Multiple standards shouldn't be adopted.

Coy questioned Baker sharply on uhf as it related to compatibility. When uhf comes along, won't it be incompatible with present sets? Baker's answer was that uhf would be an added service, that it wouldn't take away any service now obtainable on vhf.

Focusing his attention on tri-color tube, Baker said he knew of 4 different approaches being worked on. He gave RCA credit for "elegant piece of work" in its tube. GE is working hard but has nothing to demonstrate yet. Another tube, apparently well along, has been developed by Prof. Ernest O. Lawrence, noted nuclear physicist of California Tech, he said. Apparently, Lawrence has actually demonstrated something. Jones knew about tube, said it has one phosphor on face, other 2 deposited on honeycombed screen. It's said to give more brightness than RCA's.

Machlett Laboratories is another company working on tube, Baker disclosed. It's building one for Chromatic Television Labs, into which Paramount recently bought (Vol. 6:17).

Baker urged FCC to get into freeze-allocation hearing just as soon as it's satisfied that color presents no extra allocation problems. Actually, Commission is gearing for just that.

* * * *

Specific standards for RCA color system, proposed during this week's FCC hearing for first time, include following, in addition to present black-and-white figures: 3.58-mc sampling; 15% duty factor for sampling; 9-cycle burst, at 3.583 mc, to occur 2½ microseconds after trailing edge of horizontal sync pulse; amplitude of burst to be ½ to ¾ of standard sync pulse; mixed highs to be used, with cross-over point about 2 mc, but with wide tolerance (.2 mc to 2.25 mc); color primaries as currently used by RCA.

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Oscillator radiation problem on TV (6:14, 17) is being cleaned up gradually in new receivers, said RCA's Dr. George Brown during color hearing. He said RCA's KRK-5 tuner, used since September 1948, produces 14 to 141 uv/m at 100 ft on Channels 2-6, 110-160 uv/m for Channels 7-13 (FCC has suggested 15 uv/m as reasonable objective). RCA sets next fall, Brown added, will cut Channel 2-6 radiation in half, but 7-13 will remain about same. On uhf, problem is tougher, he said. Sets and converters used in Bridgeport tests (Vol. 6:5) run 56-204 uv/m. Over all, however, he was optimistic about feasibility of future improvement.

Hazeltine's demonstration of RCA color system with negligible dot structure (Vol. 6:17) is nothing new, testified RCA's Dr. George Brown this week. He said that earliest exhibits of RCA described "by-passed highs" principle by which job is accomplished. Reason RCA hasn't been using it up to now, he added, is because it somewhat complicates receiver. He insisted dots are not inherent in system. As for Hazeltine's work in reducing effects of interference on system, he claimed RCA has methods of doing it, too, but that problem isn't any greater than it is in CBS system with horizontal interlace and that it isn't much more serious, if any, than it is in black-and-white.

Condon Committee on TV is aiming for May 15 as date for color report to Senator Johnson. But difficulty in getting members together often enough makes it unlikely job can be done by then. It's understood group will recommend no specific system, will stick to listing advantages and disadvantages of each.

Surgical TV will be brought to 1500-2000 New York Medical Society physicians convening May 10-12 at Hotel Statler. RCA equipment will be set up at Kings County Hospital, Brooklyn, closed-circuited to 18 TV receivers in demonstration sponsored by E. R. Squibb & Sons.

Latest technical TV publications: (1) *Television Servicing*, by Solomon Heller (instructor, American Radio Institute) and Irving Shulman (chief engineer, Federal Television Corp.). Book is 434 pages, sells for $5.50, published by McGraw-Hill, 330 W. 42nd St., New York. (2) *Television Components Handbook*, 160-page volume written by A. C. Matthews, Philco TV cost engineer, available from Accessory Division, Philco Corp., Philadelphia, $2.50.

TBA board has set up special committee to look into TV code, also drew up 10-point platform of objectives, at April 27 meeting in New York. CBS's Lawrence Lowman heads code committee. Board reiterated TBA position on freeze and uhf (lift it now where possible, don't mix vhf-uhf channels in same cities, allocate at least 4 channels to each city). New committee chairmen are: Membership, Frank Russell, NBC, and George Storer, Fort Industry; engineering, Frank Marx, ABC; commercial operations & legal, Joseph McDonald, ABC; finance, Dr. Allen B. DuMont; program, Lawrence Lowman, CBS; public relations, Paul Raibourn, Paramount; affiliates, Ernest B. Loveman, Philco; educational, Dr. Edward Cole, Yale.

TV program fare had new critic this week, but an earlier one admitted improvement. Rev. Thomas A. Dunn, radio director of Archdiocese of New York, told Catholic Broadcasters Assn in Washington TV shows "are getting away with such things as the movies won't allow," are sapping morals of children. Southern California Assn for Better Radio & TV, which castigated Los Angeles TV programs last November (Vol. 5:50), reported second survey made week of March 20, showed improvement—murders declined from previous 91 to 18, holdups from 7 to 2. But, president Mrs. Clara S. Logan said, there's still "abundance" of crime.

"Muscling In Is Out of Date" titles caustic statement released this week by Abram F. Myers, chairman, Allied States Assn of Motion Picture Exhibitors, big group of independents. Strongly opposing Zenith Phonevision, he makes point that manufacturer has right to select his customers—in reply to Zenith contention that film makers must rent their product to anyone who asks (Vol. 6:17). Myers also questions whether it's good business for film industry "to cheapen its products and dissipate its good will [by] offering its films for exhibition through a new and untried medium." Meanwhile, Zenith took page ads in Chicago newspapers asking for volunteers for its Phonevision tests, said 300-family sample would be chosen by Chicago U's National Opinion Research Center. And movie folks' opinion of Zenith's president E. F. McDonald, who rivals their best publicists, may be gleaned from these quotes in letter from executive of one of top exhibiting firms: "He's a shrewd cookie and is going to cause us a lot of headaches." As to threats of lawsuits, this man said: "Distributors, having recently taken lickings in the courts, are apt to be gun shy and will settle the matter on some compromise basis. But this is one time they should have guts."

No more simulcasting, says *Variety's* usually well-informed George Rosen. Doubling up techniques aren't working out, he states, and AM & TV must "travel different ways." He predicts *We the People* and *Firestone Hour* won't simulcast next season. "Virtually everyone . . . is reconciled to fact that they're playing around with two different techniques; that shows geared for radio invariably make poor TV fare unless properly adapted to the video medium. And vice versa."

Variety estimates gross network time sales in March as follows: CBS $6,113,800, up 4.7% from March 1949; NBC $5,839,850, same; ABC $3,479,400, down 18%; MBS $1,414,600, down 20.6%. For first quarter, *Variety* estimates: CBS $17,854,900, up 4.8%; NBC $16,789,800, down 1.3%; ABC $10,186,500, down 16.2%; MBS $4,493,950, down 15.7%. First quarter TV is estimated thus: NBC $3,190,000, up 193% from same 1949 period; CBS $1,810,000, up 324%; ABC $780,000, up 1429%; DuMont, no figures. Comparison of *Variety* estimates with those of PIB (Vol. 6:17) shows them remarkably close.

Minimum fees for TV performers would be $115 an hour, $85 half-hour, plus $6 an hour for rehearsals, if TV networks and advertising agencies accept proposals made May 4 by TV Authority (subsidiary of AFL's AAAA union). Another meeting is scheduled May 12. TVA also asked for ban on showing of films more than once in same area without extra payment at same rate as original, set minimum $200-$500 fee for special acts, depending on number of people involved, plus additional 2% for each station on network. Meanwhile, TVA officials asked NLRB to hold national election to determine whether it or West Coast Screen Actors Guild represents TV performers. Latter last week asked NLRB to hold election in southern California area only (Vol. 6:17).

An aid to both telecasters and religious groups is *The Production of Religious Television Programs*, 20-page booklet issued by National Council of Catholic Men, 1312 Massachusetts Ave., Washington, D. C. Though aimed primarily at Catholic groups, booklet's data on telecasting should prove useful to other faiths, civic groups. For example, it advises: get music clearance; avoid inexperienced dramatic groups; use children sparingly; realize costs of programs; check dimensions of slides, etc.

CBS affiliates advisory board meets May 9-11 in New York's Ritz-Carlton, some sessions to be attended by president Stanton and other officers.

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Special Report
May 6, 1950

COLOR TV — SARNOFF'S VIEWS & RCA PLANS

From Statement by Brig. Gen. David Sarnoff, Chairman of Board, RCA With Statement of Policy Regarding Patents

Before En Banc Session of FCC Color Hearing, May 3-4, 1950

These are salient portions of Gen. Sarnoff's opening statement, omitting some of his emphatic criticisms of CBS system—which were much the same as those reported in our Special Report of April 1, 1950: 'The Tri-Color Tube—and RCA Policy.' Lengthy cross-examination included questions about patents and many other matters posed by FCC commissioners and counsel, as well as sometimes acrimonious exchanges with CBS chief counsel Samuel Rosenman. Gen. Sarnoff's testimony and cross-examination were undoubtedly the most comprehensive thus far in color hearings, particularly noteworthy for its exposition of RCA's 'accelerated color' philosophy. We strongly recommend reading of the verbatim official transcript (Part II, Vol. 54 & 55), purchasable from Electreporter Inc., 1760 Pennsylvania Ave. NW., Washington 6, D. C.

* * * *

IN MY OPINION, the demonstrations made and the testimony submitted in these hearings, have proved that color television has advanced technically to a point that justifies the Commission in setting standards now on a regular commercial basis. This would enable broadcasters and manufacturers to proceed promptly with their plans for providing the public with programs and equipment to receive the benefits of color television.

I do not agree with the opinion expressed to you by Dr. Allen B. DuMont, that color television, as a service to the public, is many years away.

I respectfully recommend to you, that on the conclusion of the present hearings, the Commission set standards that would enable the industry to go forward with its plans for color television, without delay.

Basic Requirements for Color Standards

I believe that the standards to be set by this Commission should meet three basic requirements.

(1) The Commission has proposed that the width of the channel should be six megacycles. That requirement should be met.

(2) The color pictures, by whatever system transmitted or received, should not be inferior in quality and definition to present black-and-white pictures.

(3) The color system should be compatible with existing black-and-white standards.

Broad standards based upon these three requirements will enable color television to move forward as a service to the public. In my judgment, a color television system that does not meet these broad standards will not be acceptable to the public and should not be approved by the Commission.

That is why the RCA has devoted its energies to the development of a system which meets each of these three broad standards. We are confident that our system will meet with full public acceptance and approval and it will enable the Commission and the industry to keep faith with the five or six million present owners of black-and-white receivers.

During these hearings, questions have been asked as to what the policy of the RCA would be in the event of certain hypothetical decisions of the Commission. I shall now address myself to these questions.

A. If the Commission Approves the CBS System Only: Dr. Engstrom was asked a hypothetical question on April 11. In effect, this was: If the Commission were to adopt the CBS color television proposal only, what would RCA's policy be with respect to including adapters which would enable its future sets to receive CBS color transmissions in black-and-white?

If the Commission were to adopt the CBS proposal only, we would be confronted with a field sequential color system which gives a degraded picture and is non-compatible. We would then find ourselves saddled with a system which we firmly believe is inadequate and inferior and which we seriously doubt would prove acceptable to the public.

Nevertheless, my answer to this hypothetical question is as follows:

(1) We would make and sell transmitting equipment, on order, to anyone.

(2) We would make and sell tubes, including our tri-color kinescopes, and parts, to anyone.

(3) We would make and sell field-sequential color receivers, utilizing the tri-color tube, as the public demand for such receivers might exist.

(4) We would make and sell tri-color tube converters on the same basis.

(5) We would make and sell separate adapter units for television sets already in the hands of the public, as well as for new sets thereafter manufactured.

Won't Build Adapters

Building adapters into our sets at the factory presents an entirely different problem. This, we do not plan to do. It has been estimated that the present annual production of television receiving sets is at the rate of 5,000,000 a year. With an estimated minimal figure of $20 for built-in automatic adapters, the public would have to pay more than $100,000,000 a year for an adaptation to a degraded system which is non-compatible.

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We do not believe that the public will want adaptation to a degraded CBS picture at this or at any other price. Nor do we believe that the public should be forced to pay this tax of $100,000,000 a year in order to receive the CBS degraded picture.

If we are wrong, the public will prove us wrong. In all these plans we would necessarily be guided by public reactions and competitive conditions. We would have to modify or adjust our plans in accordance with such reactions and conditions. And we will have to make receivers with adapters, if future experience proves that this is what the public wants.

RCA stands on its record of energetically developing those things in which we have confidence and which we believe the public will want. We have done this even though on occasion we have stood alone. I think our record in the development of radio and television will fully confirm this statement. On the other hand, I do not assume that we would be expected to be in the vanguard of promoting any system in which we have no confidence and which we believe is inferior and unsound; a system whose length of life commercially, is open to serious question.

"The Best Will Sell Itself"

I thought I detected some intimation in the record of these hearings, that the hypothetical decision of this Commission might in some way be frustrated, unless all manufacturers will now commit themselves to full scale production of a system even though that system, in the judgment of the manufacturer, is inferior and not in the public interest.

I see no reason for the Commission to assume frustration now of the hypothetical decision it may make in the future.

Presumably the Commission would not decide to adopt the Columbia proposal on any theory other than the theory that it is "the best" system. If the Commission has adopted "the best" system then no one in our competitive and free enterprise economy of today is going to be able to keep the public from getting it—if it really is "the best". Consequently, any inference that an advance commitment by manufacturers, or even compulsion, might be necessary to ensure that the public will be able to buy that which has been assumed to be "the best," is unrealistic. For it goes without saying, that no commitment or compulsion will be needed to sell the public "the best". The best will sell itself on its own merits. Competition will see to that.

Of course we do not think the Columbia proposal is "the best". If it were the best, the Commission would not be faced with the need to get a commitment, or to apply force, to sell it. The need to apply force would come only from the opposite premise—that Columbia's proposal could not be sold on its own merits.

Now I wish to make it entirely clear that in answering this hypothetical question I have not anticipated, and do not expect, that the Commission's decision will be to adopt standards based on the CBS system exclusively. We cannot believe that the Commission would outlaw the RCA system and all other systems.

We are proud of what RCA scientists and engineers have done. Our presentation before the Commission and our plans for the future are based upon our sincere belief that we are right. I would be going contrary, not only to my own opinion, but also contrary to all the highly skilled and expert opinions I have received from others, were I to assume that the CBS system is better than the RCA system. I know of no reason, at this time, why I should assume that the CBS system will be adopted and that the RCA system will be outlawed by this Commission.

Asking RCA this question now is like asking a prize fighter who, after 9½ rounds, is way ahead on points and has been steadily gaining throughout the fight, what he will do after the fight is over if he is felled by an unexpected blow in the last half of the last round and has to be carried from the ring. The only answer he can have is that while he may be felled, he will retain a fighting heart and will do the best he can under the circumstances.

B. If the Commission Approves the RCA System: Should the Commission adopt the RCA system, or any other system which meets the three requirements of the broad standards I have discussed, the road ahead is clear. Our policies under such a decision would be as follows:

I. Tri-color Tubes

Our confidence in the new RCA tri-color tubes, which have been demonstrated before this Commission and the industry, is so strong that we are already proceeding with plans for acquiring a new factory and the machinery necessary to produce these color tubes in quantity.

These steps involve heavy financial commitments on the part of the RCA.

By June of next year we expect to commence the manufacture of color tubes on a mass production basis. In the meanwhile we will have completed our commercial design and development of these color tubes. By that time also our pilot plant will have produced a sufficient number of color tubes, to meet not only our own needs for testing and design purposes but also to supply those tubes to competitors in the set and tube industries for the same purposes.

II. RCA Color Receivers

Within sixty to ninety days from now we expect to have about ten development model color receivers using the tri-color kinescopes available in the Washington area for field test purposes.

During September of this year we expect to build five or six receivers each week from a pilot assembly operation. This pilot operation will continue until a sufficient number of sets have been made to fulfill our testing requirements and to make color receivers available to other manufacturers for their testing and design purposes.

You understand, of course, that the manufacture of any new product requires extensive planning and other pre-production preparation. Tools, jigs, dies must be designed and manufactured. Testing equipment to insure a uniform high quality of product must be devised and manufactured. Production lines and schedules must be set up. We must make arrangements with the thousands of independent suppliers throughout the United States with whom we deal to secure the parts and material necessary for the sets. Each of these in turn must set up his own production schedules. All of this takes time.

If final standards are adopted and commercial operation in color is authorized soon, the RCA could and would be in factory production of color television receivers by June of next year. This would amount to a weekly production rate of 200 color receivers. By the end of that year our color receiver rate of production will have reached over a thousand per week. Thereafter, we expect production quantities to rise substantially.

We assume, of course, that competing manufacturers would likewise gear their facilities for production of color tubes and receiving sets once the Commission determines the standards.

We do not believe that turning our facilities to the production of RCA color television sets will be any more or any less difficult, or take any more or any less time, than has been required in the past for similar projects. We are confident that within a year after standards are adopted, we will have a substantial manufacturing capacity for color sets. Within that capacity we will produce and sell as many color sets as the public will buy from RCA. Our

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entire tube making and receiver manufacturing facilities will be available for color tubes and sets depending upon public demand.

The question was asked as to what percentage of the 20,000,000 sets, which it was estimated will be in the hands of the public in 1954, will be black-and-white if the Commission should adopt the RCA system.

I think the estimate of 20,000,000 sets by the end of 1954 is too low. If normal business conditions prevail and if more television stations go into operation reasonably soon, it will be much greater than 20,000,000. In my opinion, there will be 20,000,000 television receivers in the hands of the public by the end of 1952.

We have faith in the RCA color system and we feel strongly that if it is approved by the Commission a large percentage of the sets outstanding in 1954 will be color sets.

III. Converters

Within the next six weeks we shall demonstrate an RCA color converter utilizing an RCA tri-color kinescope. This all-electronic converter will provide a method of converting existing black-and-white television receivers to color.

C. If the Commission Approves the CTI System Only: I am informed by our engineers that the CTI system has not been demonstrated to have satisfactory picture quality in color, nor to give a satisfactory picture on present sets. However, if the CTI system overcomes these defects, if it meets the three requirements of the broad standards I have discussed, and if the Commission should adopt the CTI system only, then in general, our policies would be the same as if the RCA system had been adopted.

D. If the Commission Approves Broad Standards: If the three basic requirements—the 6 megacycle bandwidth, compatibility and picture quality equal to existing black-and-white—are adopted as broad standards, our policies would be the same as if the RCA system had been adopted.

E. If the Commission Approves Multiple Standards: If multiple standards are adopted by the Commission, and by that I mean standards that will permit not only the RCA system but also systems which do not meet the three basic requirements of the broad standards, we would do what I have outlined in the event the RCA system were adopted.

The question has arisen as to what our policy would be with respect to the manufacture and sale of a receiver capable of receiving and reproducing transmissions of all the various systems. I have not yet seen a multiple receiver. Such a receiver would necessarily be more complex than one built for a single standard and would involve substantial additional expense to the set owner. However, we would manufacture and sell multiple receivers to the extent of public demand.

Summary and Conclusion

I should like to conclude my statement with a summary of the CBS system and the RCA system, as each relates to the three basic requirements of the broad color television standards I have discussed; namely, the 6 megacycle bandwidth; picture quality equal to present black-and-white pictures; and compatibility.

Both CBS and RCA accept the 6 megacycle bandwidth.

By the adoption of horizontal dot interlacing, CBS has conceded that its system ought to have improved picture quality. If CBS, in spite of its testimony that it cannot visualize the tri-color tube being made in quantity, adopts a tri-color tube such as the RCA has developed and demonstrated, and throws away its mechanical disc, CBS may be able to overcome a few more of the defects in its system.

Nevertheless, the CBS system will still have important limitations not found in the RCA system. The CBS picture will still have only 405 lines, will be non-compatible and will have other defects as well.

One system—the RCA system—is compatible and the other—the CBS system—is non-compatible. It is the unanimous opinion of all parties to these proceedings that compatibility is of the utmost importance. In fact, the president of CBS himself has testified that he would "love" to have a compatible system. In this statement he is giving voice to the basic needs of the entire television industry and of the viewing public.

As I understand it, it is the field sequential aspect of the CBS system which prevents compatibility. CBS already has adopted RCA's image orthicon camera tube. CBS already has embraced the RCA single tri-color kinescope in order to eliminate the mechanical disc with its limitations of viewing angle and picture size. CBS already has embraced horizontal dot interlace in order to obtain increased definition in its pictures.

All that remains is for CBS to adopt the dot sequential method of transmitting color. CBS would then be in a position to achieve that compatibility which its president so ardently desires. This would end needless argument and color television could go forward immediately.

We firmly believe that with the development of its all-electronic, high-definition, compatible color television system and its tri-color tubes, RCA has shown the way for the adoption of color standards now. We recommend that the Commission set color television standards based on the RCA color system.

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RCA STATEMENT OF POLICY REGARDING PATENTS

By RCA Chairman Sarnoff at May 3 FCC Hearing

IN ANSWER to that I should like to make a statement with respect to RCA's patent policies and patent position in the industry.

RCA has been licensing its own inventions in the radio and television industry for a great many years. It has also for many years been licensing the inventions of others in those instances where it has sub-licensing rights. The basic structure of this patent licensing was approved by the Department of Justice and the United States District Court for the District of Delaware in 1932.

At the time the 1932 consent decree was entered, the agreements with the American Telephone & Telegraph Co., the General Electric Co., and the Westinghouse Electric Corp., pursuant to which RCA received the non-exclusive right to grant licenses under the patents of these companies were described by the Department of Justice as being manifestly in the public interest.

From time to time since 1932 RCA has acquired licenses for itself under the patents of others and in some instances sub-licensing rights for the benefit of the rest of the industry as well.

In 1942 the Department of Justice through the Assistant Attorney General Mr. Thurman Arnold sought to set the consent decree aside. After full argument, the decree was reaffirmed by the Courts. The Attorney General withdrew his appeal to the Supreme Court of the United States on this issue.

I believe that the beneficial nature of RCA's licensing policies are apparent from the assistance which the industry has received as a result of these policies.

As I have said, we have been in the patent licensing business for many years. No one can conceivably claim that the radio industry has been anything but helped by RCA's patent position or RCA's patent policies. The history of the whole radio industry has been one of rapid expansion and keen competition.

Patents and the TV Industry

Coming to the television industry, I believe it will be conceded by all concerned that we would not have the highly competitive, highly successful television industry that we have today were it not for the affirmative assistance which the RCA has made available through its patent licenses and otherwise.

As a result of this, we now have a television industry of a billion dollars a year. RCA not only gave this industry the benefits of its television patents at no extra charge, but its licensees got blueprints and manufacturing assistance. Competing television manufacturers were invited to our plants and greatly helped to get into competition with RCA.

Our patent licenses contain no restrictive provisions whatever. There is no effort to fix prices, to limit production or to do anything but to further the industry to the fullest possible extent. We maintain an Industry Service Laboratory as a part of our licensing policy to help licensees. Our licenses are uniformly non-discriminatory and our royalty rate is low.

Now, I do not wish to be drawn into detail in this hearing. It is no secret that we are engaged in patent litigation of the greatest importance in AM, in FM and in television. We are either the defendant or the plaintiff in several litigations of far reaching importance to us and we believe to the entire industry.

In these litigations we have been called all the names which the ingenuity of opposing counsel can imagine. We have been accused of every nefarious practice which the fertile imaginations of these gentlemen could breed. We categorically deny all these characterizations and charges and we fully expect to prove them false in open court.

I believe it is sufficient for these proceedings that we stand on our record and I believe you will respect the situation in which we find ourselves with regard to these litigations.

So far as our agreements with others for obtaining licensing or sub-licensing rights are concerned, most of these agreements are on file with this Commission. They speak for themselves. The consideration paid for the value received was arrived at by the combined best judgment of many experts in our organization. As we have stated on other occasions, however, we can not indulge in the public evaluation of the significance of particular patents which belong to others.

We have also submitted to the Commission all patents which we own or under which we can grant licenses which we believe to read on the transmission standards already existing or which are proposed in these proceedings.

Further than this, however, I do not think we should be asked to go.

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Television Digest WITH AM-FM REPORTS
1919 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020
Trade Report
May 6, 1950

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EMERSON CUTS 12½ & 16-in. $70 EACH: Emerson this week had trade buzzing, production analysts scanning their cost sheets, following slash of $70 each from 12½-in. wood table and 16-in. console models -- new prices $160 & $260, respectively. Now fifth ranking producer (Vol. 6:8), Emerson obviously has other set makers thinking hard about price levels of new June-July models now being planned. Most predictions had been for prices only slightly lower (5-10%) than now prevailing. Emerson not only slashed prices, but cut out all other models, will stick to these 2 until fall line.

Reason for drastic action was given as "softening" of markets in recent weeks, president Ben Abrams repeating to newsmen Wednesday that he sees real summer slump though not as severe as last year's (Vol. 6:14). Long a specialist in low-priced radios, Emerson is out, he said, "to show the way in TV values as it has in the radio field." Production, he said, will be hiked from present 1800 to between 4000 & 5000 daily by end of year. Big new plant in Jersey City recently acquired from Continental Can Co. (Vol. 6:6) goes into production May 22.

Mr. Abrams said price plunge had been planned for July 1, but early market conditions caused company to put it into effect this week -- even lower than originally planned. Sales dept. discloses enough large-scale orders already on hand to offset seasonal decline, so that there will be no cutback in factory operations. First 2 days after announcement, 3500 sets were shipped to Chicago alone.

Future Emerson lines won't have 7 or 10-in., will concentrate mainly on 14 & 16-in. rectangulars. Whether 19-in. and projections will be included hasn't been decided. The 16-in. console is already in dealers' hands, with rebates assured for those who ordered at old price of $330. The 12½-in. will be delivered beginning May 15. Both sets are essentially same as already in line (TV Directory No. 10), though 12½-in. has new cabinet. Dealer discounts remain as before, 25-32%.

Nearest comparable prices for 12½-in. table models in current lines of other major producers are: Meck, $150; Tele-tone, $170; Admiral, $180 (plastic); Air King, $180; Hallicrafters, $180 (plastic); Olympic, $180. Other name brands are $200 & up.

* * * *

Reactions in the trade were mixed, ranging from puzzlement as to how Emerson can do it to ire over "upsetting the applecart" of still-flourishing trade. Inclination of most was to ask time to think it over, but Majestic-Garod's Leonard Ashbach probably expressed instant reactions of many when he issued statement characterizing price cuts as tending "to strain trade relations rather than to improve them...A manufacturer should not destroy confidence by carelessly issuing announcements of price cuts, thereby devaluating the merchandise the dealer has in stock. Lack of confidence often leads to confusion, and that confusion is passed on to the public, and when the public is confused, they do not buy."

COLOR TV AND THE SELLERS' MARKETS: Would TV manufacturers and sellers have more to gain if color were held back or delayed while they saturated market with black-and-white sets -- then, when color came, could enjoy brand new market for replacements?

That question expresses or implies reason attributed from time to time (by CBS, Sen. Johnson, Comr. Jones) why set makers and merchandisers have been so lukewarm toward CBS "color now" campaign. It was raised again at current FCC color hearings this week while RCA's Gen. Sarnoff was on stand.

You have to read the record to get the full flavor and significance of the questions and replies (notably pages 10363-10369) -- and of course you need to know the background of the virtually unanimous industry opposition to any incompatible color system. But this reply by Gen. Sarnoff to questions put by CBS chief counsel Samuel Rosenman is worth verbatim report:

"At the present time, the whole industry is in a state of transition from

sound to sight. The pattern has not yet emerged. There is no such thing as a steady volume of sales.

"If you will read this morning's paper, as you probably have, you will have observed an announcement by one important radio manufacturer of TV sets, who already states that he is reducing his production because the market is becoming soft in the TV field, and the prices are going down.

"Now, under our private economy system, highly competitive, the production facilities very soon reach a point in excess of consumption, and then you have got demoralization in the market.

"There is liquidation, there is obsolescence. There are all kinds of things which are done in the trade; people are taken to Atlantic City and even to Europe -- dealers -- in order to get them to buy TV sets or radio sets.

"That fierce competition which goes on can only be improved by the introduction of new models, new types of instruments, which put the industry again on a new level.

"Now, if for 5 years there was nothing new in the TV industry except black-and-white TV receivers, I would expect that within a year or two from now, the competition would be so fierce that there would probably be an unprofitable business in the manufacture of TV receivers.

"If, on the other hand, you introduce a new element, color at the transmitting end and color at the receiving end, and new models, you offer new opportunities for increased merchandise; people who have black-and-white exchange for color..."

Gen. Sarnoff predicated this statement on compatibility, of course -- the fact that present set owners (he predicted 20,000,000 by 1952) would be able to receive colorcasts in black-and-white without need of adapters, could swap or replace old sets for either polychrome or monochrome sets as they choose and according to their pocketbooks. Also, that compatibility renders transition for both telecaster and receiver relatively painless.

TV EFFECT ON HOME HABITS & BUYING: Reasons why people are buying TVs and other "home centered" goods in such profusion lately, as adduced by New York Herald Tribune financial writer Harvey E. Runner in interview with chief economist Dr. Leo Barnes, of Prentice-Hall Inc.: (1) Many new families, and (2) they stay at home more. It's as simple as that.

"Young folks at home," is the way Dr. Barnes describes people today, noting dominance of "family" rather than "personal" buying, showing that 68% of women 20-24 are married whereas only 52% were in 1920. "Television, of course, fits right into the trend," he observes.

TV is credited with sparking small boom in furniture, according to May 1 Wall Street Journal. For example, hassock makers are grossing extra $17,000,000 from sale of their products as extra TV seats. One chair maker actually reports seats for TV now constitute 50% of his business. Furniture items specially designed for TV include love seat on casters, barrel swivel chairs, slanted plastic chair, even snap-on tray.

Adding to pattern, RCA Victor's sales mgr. Allan B. Mills noted in Atlanta speech last week that TV, besides being tremendous retail business of itself, is stimulant for such appliances as new types of home lighting apparatus, and as an ad medium shows uses and features of electrical products. And set maker John Meck attributes to TV strong impact on other merchandise sales:

National average of retail merchandise sales first 2 months of 1950, he notes, was 3% above same months last year. But furniture was up 8%, musical goods 11%. Reinforcing Dr. Barnes' stay-at-home thesis, Meck shows on other hand that drinking places were down 8%, sporting goods 8%, cameras 7%, luggage 12%. While autos were up 30%, filling stations rose only 1%. Thus, he concludes people stay at home more after getting a TV, become more aware of home needs.

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or other Federal violation on record? (3) Should such violations be considered, ipso facto, blemish on character of applicant? (4) Since movie producers and distributors acted monopolistically toward exhibitors, might they not also tend same way toward TV stations or networks? (5) Might not huge resources of movies make them too formidable to be allowed to get into TV?

Comr. Hennock even brought up embarrassing question whether producers were permitting TV stations to use feature films.

HAZELTINE, CBS SHOW COLOR ADVANCES: Improvements in RCA color system, apparently of considerable significance, were shown to FCC and staff Thursday by Hazeltine, RCA's biggest competitor in patent development and licensing field.

It's too early to tell what impact developments may have on color hearing, because FCC isn't saying anything yet (showing was informal, not part of hearing) and techniques are still in developmental stage. Here's what commissioners and key staff members saw at Hazeltine's Long Island lab:

(1) Method of reducing prominence of dot structure.

(2) Method of minimizing effects of interference at, or near, 3.6-mc sampling frequency.

Techniques, if practical, would tend to offset criticisms raised on those two points during hearing. FCC hasn't yet asked Hazeltine to testify or demonstrate for the record. But it's expected to, if it considers developments significant.

Hazeltine hasn't disclosed techniques to anyone except FCC, but it presumably will show them to its licensees, Condon Committee, NTSC, press, etc.

FCC saw new dot-reducing system compared with straight 12-mc simultaneous color system. It's understood difference between them was scarcely apparent to some observers, except at very close viewing range. Receivers used dichroic mirrors.

Costs of incorporating improvements into RCA-type receivers weren't estimated, but it's believed they aren't great. Just how improvements are achieved, we don't know.

* * * *

CBS showed its own improvement, dot-interlacing, Wednesday. Demonstration was part of FCC hearing record, drew all commissioners save Webster to New York showing. Off-the-line images looked good. CBS's Adrian Murphy and Peter Goldmark again contended, as they have before during hearing, that increased horizontal resolution (almost doubled) doesn't mean much.

To back up their point, they showed closeups of Patty Painter and scarves under 3 conditions: straight 4-mc color, 4-mc with dot-interlacing, 9.6-mc video bandwidth. Observers were asked to guess which was being used, without being told. Most couldn't see much difference; at 10-12 ft. from picture, we guessed only one out of the 3. But consensus was CBS showed no scenes demanding high resolution (such as distant and fine detail shots) -- so many are still unconvinced.

CBS also showed projection set, with no mechanical disc -- in answer to criticisms that system isn't all-electronic. Three separate images appear on tube's face, are combined optically and projected on screen. Within limit of projections, black-and-white or color, pictures were excellent. CBS's principal point here was that use of phosphors to get color, instead of filter-disc, allowed brighter pictures without flicker. There seemed to be little question that long-decay phosphors can help lick CBS's brightness-flicker problem. No fast motion was shown, so charges by CBS opponents that pictures would smear couldn't be checked.

Unveiled for first time were extremely compact color camera and control-monitoring equipment designed by CBS for industrial or broadcasting use. Camera weighs only 29 lbs., occupies ½ cu. ft., compared with black-and-white's 100 lbs., 6 cu. ft. No prices were given.

* * * *

Color still isn't here by any means, as far as Dr. Allen DuMont is concerned. During all-day cross-examination Tuesday, he found faults in all 3 systems

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as demonstrated to date. All need much more development and testing, he said.

He wouldn't take any system now, but would pick RCA's if a choice had to be made. Compatibility, he admitted, had some influence on his choice. But he couldn't think of the RCA system without tri-color tube -- and he believed it might be a "considerable number" of years before an acceptable RCA-type set could be built.

CBS system suffers principally from incompatibility, small screen, low brightness, DuMont said. Further, he'd like to see more testing in fringe areas, with non-synchronous power supplies, etc. In fact, he thought it would cost more to made a decent receiver for CBS system than for RCA's or CTI's. He figured he could build CBS set to sell for $1125, in 10,000-unit lots; price could be cut to $500-$600 if production were some 200,000 a year.

Over all, DuMont recommended that FCC set standards high enough to allow improvement in years to come. Framework of monochrome standards, he said, permitted vast improvement in pictures.

Those "What would you do if--" questions (Vol. 6:15) were tossed at DuMont by FCC counsel Plotkin. If CBS system were adopted for color and black-and-white and telecasters were required to shift to it immediately, DuMont said industry would be disrupted for 3-4 years. "You would have a lot of people going broke and getting out of the business," said he.

If CBS system were adopted, but black-and-white continued for, say, 3 years, DuMont said he'd continue making black-and-white, begin making combination 405-525 line black-and-white "as soon as convenient," then make color when satisfactory tri-color tubes were available. Disc-type sets are just too small, he said; he noted he was dropping 12½-in. (CBS's maximum with disc) later this year (see Trade Report).

If manufacturers had to put 405-line adapters into sets now, so that compatibility won't be a great problem when FCC comes to decision at some future date, what would DuMont do?

"I don't think we could do it if we wanted to," he said. "If you just take last year's operations, and if we had to spend the additional money to put the adapter in, we would have ended up the year without any profit...What I am saying is if we do it, it might force us out of business."

* * * *

Next week should be big. GE's Dr. W. R. G. Baker goes on Monday, RCA's Gen. David Sarnoff Wednesday. All 5 days are scheduled for hearing in Washington's Dept. of Commerce auditorium. There are still a lot of odds and ends of testimony to take up, and there's no guessing how long they'll take.

Then there's trip to San Francisco, to which FCC is presumably committed. CTI came forth with "written assurance" that it has effected great improvement in its system -- incorporating horizontal shift. This, says CTI, eliminates "jitter," answers any question as to system's compatibility. FCC has promised to send one commissioner, plus staff members. Who's going and when haven't been decided. CTI suggested May 15.

Telecasting Notes: CBS chairman William Paley in Hollywood, en route to Hawaii for vacation—again arousing speculation about purchase of own TV outlet in Los Angeles; *Variety* quotes "high CBS spokesman" as saying it will be either KFI-TV or KTSL . . . Though it's reported operating in black now (Vol. 5:47), WBKB, Chicago, lost $620,000 in 1949, about $100,000 more than in 1948, according to Balaban & Katz report; film firm, however, showed over-all profit of $2,805,250 last year ($10.68) vs. $3,455,017 ($13.15) in 1948 . . . Kentucky Derby officials refused live telecasts of May 6 classic, but it will be carried on CBS-AM, then 15-min. film on CBS-TV next night at 10:30 —Gillette sponsoring . . . Cleveland Indians games (on WXEL) being piped to Buffalo, Rochester, Erie, with local Philco distributors sharing cable costs . . . General Mills asking stations now carrying *Lone Ranger* to re-run pictures at half-rate during summer; original series was placed under 3-year rate freeze . . . Big new sponsor name for TV is Corning Glass Works (Pyrex), signing as partic. in WLWT's *Magic Tele-Kitchen*, Mon. thru Fri. 1-2, piped also to Dayton's WLWD & Columbus' WLWC; 22-week test is avowedly to "determine extent of the company's future activity in TV media" . . . Bing Crosby, Groucho Marx, Eddie Cantor reported readying for TV shots, Bob Hope for second Frigidaire show on NBC-TV Mothers Day, May 14 . . . NBC-TV signs Tex & Jinx McCrary to exclusive 5-year radio-TV contract; they begin Mon. thru Fri. 6:30-6:55 series titled *Closeup* on WNBT Aug. 15 . . . Laraine Day (Mrs. Leo Durocher) reported planning TV show, interviewing husband and other celebrities before and after Giants home games . . . Sindlinger & Co., Philadelphia radio-TV measurement firm (Radox), announces it has discontinued doing business . . . Paramount Television Productions Inc. acquires interest in Richard Hodgson's Chromatic Television Laboratories Inc.

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22 Apr 1950 Vol 6 #16 trade report

Count of TV Sets-in-Use by Cities

As of April 1, 1950

Sets-in-use totaled 5,343,000 as of April 1, according to NBC Research's monthly "census" report estimating TV receivers within 40-mi. service areas (.5Mv). NBC no longer publishes family figures, but those here listed are best available estimates of 1948 families within 40-mi. radius of city; note, however, that there are some overlaps, so that family figures are sometimes higher than actually served. April report includes Kalamazoo, due to have own station soon. Total represents 508,000 increase over March 1 count (Vol. 6:12).

Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Baltimore	3	732,000*	158,000
Boston	2	1,175,000*	339,000
Buffalo	1	323,000*	84,800
Chicago	4	1,438,000	455,000
Cincinnati	3	384,000*	107,000
Cleveland	3	695,000	200,000
Columbus	3	225,000*	63,800
Dayton	2	291,000*	48,100
Detroit	3	839,000	212,000
Erie	1	112,000	18,500
Grand Rapids	1	182,000*	19,100
Kalamazoo	—(a)	143,000*	7,700
Lancaster	1	85,000*	40,700
Memphis	1	177,000	29,800
Milwaukee	1	327,000	101,000
New Haven	1	557,000	72,700
New York	7	3,597,000*	1,225,000
Norfolk	1(b)	196,000	7,900
Philadelphia	3	1,184,000*	428,000
Pittsburgh	1	742,000*	91,000
Providence	1	1,011,000*	49,000
Richmond	1	130,000*	26,200
Rochester	1	208,000*	35,300
Schenectady	1	258,000*	70,000
St. Louis	1	474,000	115,000
Syracuse	2	199,000*	38,900
Toledo	1	241,000*	39,000
Utica	1	127,000*	11,500
Washington	4	691,000*	118,000
Wilmington	1	183,000*	30,700
Total Interconnected	**56**		**4,242,700**

Non-Interconnected Cities

Albuquerque	1	22,000	2,800
Ames (Des Moines)	1	126,000	8,100
Atlanta	2	233,000	31,300
Binghamton	1	131,000*	10,900
Birmingham	2	196,000	11,900
Bloomington	1	104,000*	5,800
Charlotte	1	171,000	13,200
Davenport	1	133,000	9,100
Fort Worth-Dallas	1	269,000*	22,300
	2	277,000*	26,900
Greensboro	1	165,000	10,400
Houston	1	217,000	17,000
Huntington	1	132,000	7,200
Indianapolis	1	281,000*	32,500
Jacksonville	1	94,000	9,000
Johnstown	1	250,000*	18,800
Kansas City	1	275,000	31,500
Los Angeles	7	1,372,000	462,000
Louisville	2(c)	188,000	30,100
Miami	1	117,000	22,000
Minneapolis-St. Paul	2	333,000	81,600
New Orleans	1	225,000	23,300
Oklahoma City	1	138,000	24,800
Omaha	2	132,000	19,600
Phoenix	1	49,000	5,500
Salt Lake City	2	93,000	14,200
San Antonio	2	130,000	12,500
San Diego	1	113,000	34,100
San Francisco	3	825,000	49,200
Seattle	1	307,000	26,700
Tulsa	1	125,000	20,800
Others	—	———	5,200
Total Non-Interconnected	**47**		**1,100,300**
Total Interconnected and Non-Interconnected	**103**		**5,343,000**

* Family figures are based on estimates of 1948 population. Note that following coverages (hence total families) overlap: Bloomington-Indianapolis; Kalamazoo-Grand Rapids; Detroit-Toledo; Syracuse-Rochester-Utica-Binghamton; Binghamton-Utica; Philadelphia-Wilmington; Rochester-Syracuse-Schenectady-Utica; Pittsburgh-Johnstown; New York-Philadelphia; Boston-Providence; Buffalo-Rochester; Cincinnati-Columbus-Dayton; Detroit-Grand Rapids; Lancaster-Baltimore; Dallas-Fort Worth.

(a) WKZO-TV now testing, due to start scheduled operation soon.
(b) WTAR-TV began scheduled operation April 2.
(c) WHAS-TV began scheduled operation March 27.

Mexico's first TV station—in fact, first in Latin America—will be 5-kw outlet of Television de Mexico, owned by Romulo O'Farrill Sr., publisher of *Mexico City Novedades*. RCA 5-kw transmitter for Channel 4 has been ordered, to be located in 20-story National Lottery Bldg.; station is due on air this summer.

New theatre TV unit, capable of resolution comparable with 35mm film, is being offered by RCA. Its 8-mc video bandwidth is double that of present equipment, which is same as standard TV. Though unit is gauged for 525 lines, it can be set for more—625 lines have been suggested. First delivery will be to Fabian Fox, Brooklyn. Fabian has also ordered one for Palace Theatre, Albany.

Twice as many people plan to buy TV in 1950 as in 1949, according to annual Federal Reserve Board survey of buying plans. Study was conducted during January-February, is based on 300 responses from 66 areas.

Jurisdictional fight in TV performer unions looms after this week's vote by executive board of AAAA giving newly-formed TV Authority (Vol. 6:8) jurisdiction over all TV performers—live or film. Screen unions declared immediately that they would not abide by decision of parent union, will insist on authority over all performers in films whether made for theatres or TV.

Comr. Hennock urged educators to persevere in fight for non-commercial, educational TV channels, speaking April 20 to group of teachers at U of Pennsylvania. Nine educational organizations have asked FCC to set aside block of TV frequencies for school use—one of them actually asking for vhf channels in larger cities (Supplements 67-67G). Only educational TV station among present 103 outlets is Iowa State College's WOI-TV, Ames.

Hooper's new "Hooperecorder," to be shown later this month, seems to be very similar to Sindlinger's Radox (Vol. 5:33), using device at TV receiver and phone lines to central office. Hooper plans to install it in 500 Los Angeles "guinea pig" homes, says it will give overnight reports on program ratings. Rival researchers say system is too expensive to cover large enough sample and can only show fact set is tuned to particular program, not how many people are watching per set.

Milton Berle plans repeat of Cancer Fund marathon telecast on NBC-TV which brought over $1,000,000 in pledges last year (Vol. 5:16). Plans call for Berle to start at noon, April 29, continue until 10:30 a.m. next day, except for 2½ hours of *Saturday Night Revue*.

Film exhibitor's grumble at recent gathering of showmen, as reported in April 16 *New York Times* drama section: "The movie business is getting too complicated. What with having to look at 6 pictures in order to buy one, and keeping the popcorn machine in working order, I just can't find time to sit at home with my family and look at TV."

First view of RCA's tri-color tube by general public is set for May 12-21, at Home Builders Exposition in Washington's National Guard Armory. Number of sets to be displayed hasn't been determined.

AT&T 1951 schedule for TV interconnections adds only 2500 miles of coaxial and 5500 microwave to make total of 23,000 miles of network circuits; we were in error last week (Vol. 6:15).

FCC Friday approved Zenith request to move experimental TV station KS2XBS to Field Bldg., radiating 1 kw visual power (Vol. 6:15).

RMA members' sales to govt. in 1949 totaled $141,288,869, up some $28,000,000 over 1948. Radar accounted for lion's share—$97,798,244.

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LATE-ROUND PUNCHES IN COLOR HEARING: This was big cross-examination week in color hearing -- RCA needling CBS -- but it's doubtful whether complexion of whole affair has changed much. Next week is demonstration week, except for cross-examination of DuMont witnesses Tuesday.

Real fireworks are expected week after -- May 1, when RMA's engineering chief, GE's W. R. G. Baker, gets on stand. Then, again, May 3, when RCA chairman David Sarnoff appears.

RCA worked hard (through chief counsel John Cahill) in attempt to get these principal points across:

(1) That CBS has been less than enthusiastic about TV in general, has actually attempted to hamper it, even delayed until 1947 its own applications for more stations. RCA brought up CBS's daily announcements over its New York WCBS-TV, from 1941 to 1945 and in early 1947, tending to discourage purchases of sets -- reading, in part, CBS "does not want you to consider these broadcasts as inducements to purchase television sets at this time. Because of a number of conditions which are not within our control, we cannot foresee how long this television broadcasting schedule will continue." CBS countered that FCC's 1941 decision, the war and 1947 color hearing justified announcements. Comr. Hennock said she was "disturbed" about them.

(2) That CBS has shifted policy regarding importance of high definition and large screen size. RCA asserted CBS used to give those factors great weight when it was pushing 16-mc, uhf color, but doesn't any more. CBS explained that addition of color and improvement of black-and-white art make the difference.

(3) That CBS receivers and converters will cost considerably more than has been indicated. Estimates of CBS and its manufacturing witnesses (Tele-tone, Air King, Webster-Chicago, Birtman Electric), said RCA, ignored such things as automatic phasing, switching and motor starting, "crispening" circuits, dot-interlacing. CBS's answer was that its system is adequate without those, that they aren't essential, that they aren't unreasonably expensive.

(4) That conversion of existing sets to CBS color is extremely dubious with many sets, particularly consoles. CBS witnesses plain disagreed.

(5) That programming with CBS color, switching back and forth from standard black-and-white, is impractical because of receivers' delay in following switches. CBS contended that proper programming can take care of problem and that there would be no trouble when CBS standards were telecast fulltime.

* * * *

CBS president Frank Stanton got headlines when he testified CBS was considering organizing $50,000,000 corporation (Vol. 5:34,42,43) to make and/or distribute CBS receivers if rest of industry wouldn't. He said CBS probably wouldn't put money into it, but would license it, possibly let it use "Columbia" brand name. Some Wall Street people are already interested, he claimed.

CBS said its license fees would run 25¢ for sets retailing less than $100, 50¢ for $100-$180, 75¢ for $180-$250, $1 for sets over $250. RCA's fees, CBS estimated, ran about 1⅛% of retail price, Hazeltine's about ½%.

As for FCC compelling manufacturers to build CBS sets, assuming it could, Stanton thought set makers should have only 30 days to get moving before Government steps in. Actually, he added, manufacturers are likely to change tune in event of decision favoring CBS system.

Stations in new TV areas, non-interconnected, should be required to start out fulltime with CBS color, he recommended. Conversion of existing stations to color, CBS estimated, would run $3622 for single studio camera, $6212 for dual.

Unimpressed by RCA's improvements, CBS's Dr. Peter Goldmark repeated his assertions of last fall -- that RCA system isn't much good, never will be. Upon questioning by FCC counsel Plotkin, he insisted RCA system is too complex, too unstable, too costly, too liable to interference -- gives only "tolerable" pictures at best.

Asked about dot-interlacing with his system, Goldmark claimed it would work out better than it does with RCA's. For one, he said, inter-dot flicker would appear only in areas of fine detail; for another, dot-interlacing makes system no more subject to interference than before. But he admitted that technique is still experi-

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mental, that it won't be shown over air, that final method of achieving it hasn't been decided.

Bureau of Standards' color expert, Dr. D. B. Judd, had interesting testimony when he compared color fidelity of all 3 systems, including CTI. At their best, he said, they're about equal. That was his personal observation, he added. He's made scientific tests for Condon Committee, he reported, but can't reveal results until permission is granted.

* * * *

Hearing seems to be accelerating towards completion. But testimony and demonstrations to come have potential of extending hearing -- at least that's been history of 7-months-old proceedings to date.

DuMont witnesses go on stand April 25; CBS New York demonstrations of its dot-interlacing are April 26, at 2:30. Next day, Hazeltine holds private showing for FCC only (Vol. 6:15); press will be invited in week or two. Hazeltine has been doing a lot of work, may come up with some surprises.

'FM BOAT HAS SAILED'—STANTON: Reasons for FM's rough going, one of broadcasting's most argued topics, were laid before FCC this week in first such summary by major network spokesman. CBS president Frank Stanton was obviously well-prepared when Comr. Jones, during color hearing, imputed neglect of duty towards FM on CBS's part.

Jones was seeking to show parallel between FM-AM and color-monochrome situations. He wanted to know why CBS didn't use 15-kc network lines for FM, instead of 5-kc, and why CBS didn't affiliate FM-only stations to cover "white areas" of poor radio coverage.

Public neither appreciates nor will pay for FM's high fidelity of kind 15-kc lines would bring, Stanton testified. He told of experiments, with laymen and musicians, backing that up. He also related how CBS tested FM circulation by deliberately interrupting its top-rated shows -- Jack Benny and Lux Theatre -- during transmissions over its own FM stations. Outside of New York, he reported, stations received average of 3 or 4 complaints. Spending some $250,000 yearly to operate those stations for that audience was "very depressing," he said.

Plight of FM, Stanton attributed to: (1) Inadequate broadcaster and manufacturer promotion. (2) FCC's original ban on duplication of AM shows. (3) Petrillo's similar ban. (4) Shift of low to high band. (5) Listener difficulty in tuning sets.

And most important, he said, "the manufacturer and the broadcaster and the consumer alike have turned toward the shining light of television...FM has just been overrun by the enthusiasm for TV."

FM's real advantages, he thought, are its immunity to static and its consistent day-and-night coverage. And he knew of no FM-only station that could reach any substantial audience not now reached by AM-FM affiliates of CBS.

If a network were compelled to affiliate FM stations in areas where it doesn't now have AM-FM outlets, would that stimulate FM set sales? asked FCC counsel Harry Plotkin.

"Not today...the FM boat has sailed," answered Stanton.

* * * *

In Chicago, however, NAB's FM members were bailing like mad. In session during convention, some 300 enthusiastic members heard speakers insist FM is no "gone goose," that it can pay off now with specialized services for transit vehicles, stores, restaurants, factories, etc. Consensus was that with such techniques FM could keep afloat, indeed make headway while home audience is built up.

[Whether specialized techniques can be considered broadcasting is subject of current FCC study. Indication of Commission's thinking may be forthcoming shortly.]

TV manufacturers were a particular target. Members were riled because set makers don't put FM into all TV receivers. They could do it for only $2 extra, said Morris Novik, representing stations of International Ladies Garment Workers Union. Session climaxed with adoption of request that NAB ask FCC to find out why manufacturers have left out FM. NAB members later passed resolution asking TV set makers to install FM tuners in sets, dropped reference to FCC.

Television Digest WITH AM-FM REPORTS
Section II
April 15, 1950
CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020

COLOR TV HEARING—FACTS AND FANCIES: It's open season for conclusion-jumping in connection with color hearing -- to be expected, perhaps, as end of hearing approaches. Speculation is fed, too, by propaganda campaigns on part of principals and partisans that even has had the financial community a-buzz with rumors.

Trigger-happy industry folk, who should know better, are reading all sorts of deep implications into questions FCC feels it's duty-bound to ask as it explores every possible solution.

No decision has been made, formally or informally. That can be stated flatly and unequivocally after checks with most commissioners, key staffmen.

* * * *

Meanwhile, next step in freeze picture as a whole was indicated by FCC this week when it set hearing on Bell Labs' request for 30 mc (470-500 mc) out of the uhf band for broad-band common carrier service. Hearing starts week after end of color hearing -- whenever that is. Hope is to clean up 470-500 mc hearing in 1-2 weeks.

But FCC doesn't say where we go from there. Presumably, it won't get into meat of freeze hearing (vhf-uhf propagation and allocations) until it's firmly convinced that color stations can be allocated same as black-and-white, or that it knows how to allocate color stations if they need different treatment.

Color hearing schedule has been extended into May. It now stands April 17-20, 25-26, May 1-5.

* * * *

Industry's nervousness is aggravated by stories in trade press, in which Commission questions are interpreted as evidence of decisions already made. Manufacturers, RCA particularly, get the shakes whenever anyone even guesses that CBS might win. And those fears grow wings as "inside dope" is whispered around.

Commission has never even met to discuss merits of each color system -- and won't until record is completed. Some members may have decided how they'll vote, but you can take their own word for it that the majority have not.

As one member put it: "There's nothing that has happened yet, to my mind, that enables anyone to 'put the finger' on what the Commission will finally do."

To quote another: "If anybody around the Commission has any notion how this case is being decided, I don't know about it. How anyone can draw conclusions on what he saw first, what he saw next, then what he may yet see, is beyond me. It would be downright dishonest to do so. I have no idea how I'll vote until every angle has been explored and the record has been completed. We have every right to ask all sorts of questions, and they can answer without binding themselves."

Answers are typical, run in same vein from 5 commissioners we could contact.

* * * *

Variety's Jack Levy wrote: "Evidence that the FCC will decide affirmatively for color TV this summer, with the CBS system getting the greenlight, is snowballing ...Industry witnesses are being subjected to long and grueling cross-examination to smash stubborn insistence on the compatible system of RCA, which the agency is not disposed to buy because of various problems...as to its readiness, its performance and cost."

He also deduced, from Donald Fink's testimony (Vol. 6:14), that Condon Committee "is leaning to the CBS system" and that "by inference" Fink seemed to reflect committee thinking despite Fink's repeated assertion he spoke only for himself.

What is happening is this: FCC counsel Harry Plotkin, now that most evidence about systems' performance is in and cross-examination is on, has undertaken job of wrapping up every possible decision into neat package. To each package, he is seeking to pin label titled: "This is what you must do, or try to do, to make this deci-

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sion work." And Commission feels only way such label can be written is by consulting precedent and asking manufacturers and telecasters "iffy" questions.

This week's merry-go-round revolved about Plotkin's series of questions put to manufacturers: What will you do if CBS system is adopted? If telecasting the CBS system is optional with stations? If FCC compels 100% CBS-type telecasts?

Plotkin used strong language in seeking answers from Philco's David Smith, RMA's Raymond Cosgrove, RCA's Elmer Engstrom. When he asked whether they'd be "frustrating" FCC decision by failure to make CBS-type sets, CBS opponents started worrying and CBS adherents took heart.

Plotkin couldn't get real commitments out of Smith, Cosgrove or Engstrom. Cosgrove said RMA members make their own plans, so Plotkin let him go after only brief questioning. Neither Smith nor Engstrom would be pinned down to flat statements of their companies' intentions to make CBS-type black-and-white or color sets, although Engstrom thought RCA might make some for private brand at first.

Purpose of questions is to get manufacturers' intentions on record, regardless what those intentions are. FCC hasn't asked for any other witness from Philco, apparently feels Smith is adequate spokesman.

But Commission asked for chairman David Sarnoff or president Frank Folsom from RCA, has been promised appearance of former. Comr. Jones also wants to ask Sarnoff about patents.

All manufacturers involved in hearing can expect those "What would you do if -- ?" questions. And FCC may request, or subpoena, spokesmen for other major companies not yet participating in hearing. It's been suggested, while they're at it, that they also consult key telecasters -- rather than rely merely on CBS, NBC and DuMont witnesses.

Question of FCC's authority in receiver manufacture seems bound to get probed as far as it can in such a hearing. And problem of oscillator radiation (Vol. 6:14) will keep coming to fore in that connection, because question of how to control it while keeping Commission's hands off is a tough one.

* * * *

Matter of oscillator radiation is prominent in another facet of color hearing. According to testimony of FCC lab chief Edward Chapin, RCA system is twice as vulnerable to such interference as black-and-white, because 3.6-mc sampling frequency is tender spot.

Chapin's conclusion: "The double susceptibility of the RCA color signal to interference...indicates that the allocation plan might therefore be substantially different, depending on the color system involved."

RCA's Dr. Brown maintained that such vulnerability is more apparent than real, because interference has to be within .1 mc of 3.6 mc before it's bad. Further, he says, CBS runs into same trouble when it uses dot-interlace.

As for ordinary co-channel interference, Chapin testified that CBS and RCA behave about same as black-and-white -- thus backing up findings of CBS and RCA.

He was rough on CTI: "The CTI pictures as received [in monochrome] are so degraded that it is not possible to attempt to determine interference ratios...there is serious doubt whether the system is either compatible or adaptable."

RCA and CTI were straining at leash to take Chapin's testimony apart, are waiting for his cross-examination.

* * * *

FCC executive session is set for Monday to discuss procedure from here on out. Patents, manufacturers' appearances, cross-examination procedure will be covered. Cross-examination continues Monday, with RCA's Engstrom starting week off. Then come CBS president Frank Stanton and rest of CBS witnesses. DuMont people are due April 25. CBS New York demonstration (dot-interlace) is April 26. Next day, FCC will visit Hazeltine Labs to see what Comr. Jones saw -- combination receiving arrangement for RCA and CTI signals (possibly CBS, too). Also to be shown is RCA system with varying amounts of mixed-highs. Gen. Sarnoff is expected to testify first week in May. San Francisco trip for CTI showing in May is still up in air.

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Color Report
April 8, 1950

COLOR, COAXIAL & OVER-ALL SIZEUP: RCA uncorked another fast pitch this week when it put its color system through 2.7-mc coaxial -- something previously considered impossible. Revelation came at Thursday's official demonstration of the tri-color tube it unveiled week earlier (Vol. 6:13). Signal was sent through simulated 2.7-mc condition, since Washington-New York coaxial was otherwise tied up at time.

Principal effect noticed was reduction of resolution, which also happens to black-and-white when squeezed into 2.7 mc. Technique can stand considerable sharpening up, however.

Way it's done is this: Picture is sampled at 2.4-mc rate, rather than 3.6 mc, sent through cable, separated into 3 colors at other end, then resampled at 3.6 mc and transmitted. Actual coaxial transmission was tried earlier in week, worked satisfactorily according to RCA.

CBS officials said nothing during demonstration, but v.p. Adrian Murphy, reached later, said: "RCA's compatibility angle becomes exceedingly doubtful with such transmission. I watched the black-and-white; it was very poor. I think they'd have sponsor trouble trying to sell it."

As for tri-color tube, which he saw Thursday for first time, Murphy said: "It's in an early stage, of course, and leaves much to be desired." He seemed to consider it a fair start, however. Neither tube nor coaxial development has changed his attitude on whole color issue -- namely, that CBS system should be chosen immediately.

RCA people were naturally gleeful, felt that with their tube and coaxial transmission they had licked all objections to their system, had finally given clear demonstration of its potential.

Pictures on tri-color tube looked as good as before (Vol. 6:13) but, as RCA admits, need more phosphor dots to show full resolution. Also, brightness is unquestionably low -- 7 ft-lamberts on 3-gun, 4 ft-lamberts on 1-gun, while room light level was only ½ ft-lambert. RCA's E. W. Engstrom pointed out that filter glass cuts out 40% of light, that when adequate red phosphor is found filter can be eliminated. He also said more voltage will increase brightness. Black-and-white runs about 30-50 ft-lamberts.

Straight black-and-white signals showed up only fair on tubes, suffered in comparison with ordinary receiver. Engstrom said receivers' samplers can be turned off automatically, improving picture. Presumably, more dots and higher voltages will also help.

RCA is setting up pilot production line for tubes, says it will have number of them built in 2-3 months. Samples would then be available to CBS, CTI, others.

Many industry big-wigs were on hand for showing. Most were greatly impressed. But Dr. DuMont said he feels tube has a long ways to go, deplored resolution and brightness levels. "It's a beginning," he said. As for his own work on tri-color tubes, he said he has "very promising" developments but "we're not going to bring them out half-baked."

Condon Committee members Everitt, Bailey and Fink were there. Dr. Condon saw tube night before; Dr. Newbern Smith has yet to see it.

* * * *

Some of finest testimony yet heard came from Electronics Magazine editor Donald Fink, also chairman of JTAC, speaking solely for himself under subpoena issued at his request.

To sum up his opinions: Indicate basic standards now. Then let government,

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industry and professional groups work, for another 6 months or so, towards exact standards. There are very strong arguments for including compatibility and dot-interlacing in those standards. But there must be virtually unanimous agreement on such things as sampling rate, amount of mixed-highs, etc. Compatibility is vital, unless performance of an incompatible system clearly outweighs serious dislocation such system would undoubtedly bring to whole TV service. Don't set standards so low, even if acceptable to public now, that there's no room for improvement. He pointed to "good luck" in setting black-and-white field rate at 60 so that we get bright pictures today, even though dim pictures seemed satisfactory 10 years ago.

Brightness is serious question in CBS system, Fink thought. It was apparent he considered brightness level of CBS with mechanical disc too low. He admitted brightness might improve in tri-color tube, because of slower decay phosphors.

Incidentally, he thought dot-interlacing so valuable in gaining resolution that it should be authorized for today's black-and-white.

Chairman Coy prodded him with basic policy questions of all kinds:

How about moving all of TV to uhf, amortizing vhf over specified period of years? Fink believed that use of uhf alone would result in service to fewer people, unless something like Stratovision did the job, and that jolt of such an announcement by FCC might dry up flow of capital into TV right now -- even if switchover were number of years off.

Would manufacturers help make CBS system compatible by building Chapin-Roberts switch (Vol. 6:11) into sets from now on? Fink guessed some might, particularly if FCC said final decision were to come in 6 months or so.

Worries about establishment of uhf were obviously on Coy's mind as he wondered aloud whether adaptation and conversion of sets to color might not be likened to problems of vhf-to-uhf adaptation when uhf transmissions start. Fink agreed uhf telecaster will have job building audience.

Fink was surprised at reaction to his testimony. CBS's Dr. Peter Goldmark thought his evaluations quite fair, except for minor discrepancies. FCC's lab chief Edward Chapin, Comr. Jones' alter ego on engineering staff, felt same way.

Since Fink is member of Condon Committee, it wouldn't be surprising to find some of his ideas in report to Senator Johnson, expected in month or so.

* * * *

Hearing continues only Monday and Tuesday (April 10-11), resumes April 17 thereafter. Next on stand is Philco's David Smith, then RMA's Raymond Cosgrove, for cross-examination. Jones' questions of non-CBS witnesses and RCA's cross-examination of CBS witnesses are likely to occupy most of hearing from now on.

Hearing moves to CBS New York headquarters April 26, for look at CBS dot-interlace. Then, one commissioner and several staff members are expected to go to San Francisco first week in May. Latter depends on whether CTI says it has improvements to show, and that's probable.

Thus, hearing is sure to extend into May. How far probably depends on Comr. Jones. He started in on RCA patents Tuesday, apparently wants to know precisely what RCA got when it acquired rights to each of its 8-9,000 patents. After parrying Jones, RCA counsel Joseph Heffernan said question would be considered. Jones seemed particularly interested in Farnsworth patents.

Jones sneered at industry and trade press, while questioning Engstrom, saying they followed "party line" in expressing enthusiasm over tri-color tube:

"The RMA and everybody else is stalling around with color. You show your tube on the 24th of March to the Commission and its staff, and then suddenly there is not enough interest among RMA to make much of an appearance here in these hearings; everybody is for color. Even the trade press changes its tune...The next day the trade press is for color."

Sarcastic throughout, Jones' colloquies occupy major portion of transcript, which is especially commended to your attention. Official stenographer is Electreporter Inc., 1760 Pennsylvania Ave. NW, Washington, D. C.

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Television Digest WITH AM-FM REPORTS

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Color Report
April 1, 1950

TRI-COLOR TUBE HAS WHAT IT TAKES: RCA shot the works with its tri-color tube demonstrations this week, got full reaction it was looking for -- not only from more FCC members and several score newsmen, but from some 50 patent licensees who came to see for themselves.

So impressed was just about everybody by remarkable performance, that it looks now as if RCA deliberately restrained its pre-demonstration enthusiasm to gain full impact. "Now we're getting somewhere," was essence of comment, especially among manufacturers. Previously solidly sold on compatibility and fairly well sold on RCA's system, many seemed ready to go all the way with RCA now that they've seen normal-looking, compact receivers (no "grand pianos") giving decent pictures.

Adoption of either CBS or CTI, by themselves, can now be ruled out unequivocally. Their only chances, particularly those of CBS, lie in multiple standards permitting virtually any 6-mc system. And such standards are most repugnant to CBS (Vol. 6:12), which has stated they might stymie color as much as anything could.

Desperate last-ditch stand on multiple standards can be expected from Comr. Jones. He's likely to seize on tube as device enhancing his idea of a "universal" color receiver (Vol. 6:12). But it does little to ease dilemma which would face telecasters confronted with choice of standards. Incidentally, we learn that Hazeltine made that combination RCA-CTI receiver Jones said he saw (Vol. 6:12).

* * * *

Demonstrations were signal for unleashing full-scale campaign by RCA. Chairman David Sarnoff seized opportunity, at Wednesday press showing, to make all-out bid for immediate FCC authorization of RCA system (or at least basic standards requiring compatibility and no degradation from today's black and white). And he made his first frontal attack on CBS, whose system he completely dismissed.

[Sarnoff statement to newsmen, though off cuff, sums up his whole concept of color issues so well that transcription is printed herewith as Special Report.]

RCA uncorked its publicity guns, as well. Wednesday, CBS whipped out statement by president Frank Stanton to effect that CBS welcomed tube, could use it more simply than anyone else, but that public doesn't have to wait for tube to enjoy color now with CBS system.

RCA countered immediately with release quoting Sarnoff saying tube wouldn't eliminate CBS deficiencies of incompatibility, low resolution, breakup and flicker. RCA also issued 32-page booklet "Answers to Questions About Color Television," in lay language, comparing its system with others, reprinting NBC president McConnell's testimony (Vol. 6:12) and telling how "step by step, CBS is adopting essential elements" of RCA system.

* * * *

Principles of tube seem very simple, understandable even to laymen, as explained by RCA's Dr. E. W. Engstrom. The trick lay in translating principles into product, and RCA isn't revealing it yet -- "because we're still experimenting with different ways of doing it."

Tiny circular dots of red, blue, green phosphors are deposited on flat-faced tube, one at each tip of tiny triangles (117,000 triangles, 351,000 dots). About ¼-in. back from face, there's metal plate with 117,000 holes. Angle at which beam goes through holes determines which color phosphor is activated.

In 3-gun tube (guns in single neck), guns are fixed in position so beam of each can strike only one color of phosphor dots.

In one-gun tube, beam is spun electronically 3,600,000 times per second, is fed red, blue or green signal when it's in position to hit properly colored dots.

Since really good red phosphor is yet to be found, a filter in front of tube

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cuts out yellow component, gives proper hue. It's called "minus yellow" filter, looks like the ordinary clear safety glass on black-and-white sets.

Three-gun tube gave best performance yet seen with RCA system. One-gun tube was troubled with either reddish or greenish tinge, but Engstrom blamed uncertainties of hand-production, said there's no inherent limitation in tube, warned against underrating it even though 3-gun outshines it at moment.

No black-and-white was shown on tri-color tubes this week, though FCC people saw some last week, reported it good.

Though resolution is 250-300 lines horizontally, said Engstrom, goal is to put about twice present number of dots on tube to achieve full potential. Number of observers thought picture rather "soft," attributed to limited number of dots and their relatively large size. RCA engineers claim that they're improving pictures daily, that they showed better results this week than they did last week.

At this stage of development, RCA pictures show more detail than CBS's. But CBS probably shows its lesser detail more crisply.

Tubes give about 9x12-in. picture, and Engstrom said it's easier to make them larger. Three-gun is about 8-in. longer than standard 16-in. kinescope, one-gun about 12-in. longer. Both are aluminized.

Both sets were standard RCA 16-in. table models, adapted for color. One-gun currently requires addition of 10 tubes (37 total); 3-gun has 19 extra (46 total), gives brighter, sharper picture.

Remarkably good black-and-white picture on standard 12½-in. RCA table model brought almost as much comment as color, emphasizing compatibility factor. RCA engineers said there's no reason why it should be better than ordinary monochrome, for receiver wasn't "hopped up" in any way. They thought meticulous camera work and transmission might account for it.

Asked about single tri-color camera tube possibilities, Engstrom said he saw no reason why it shouldn't come along as well as receiver tube, but that latter naturally had priority.

New angle worth noting in RCA's pitch this week, both in Sarnoff's statement and Engstrom's remarks, is talk of "convertibility" of monochrome sets to color with new tube. Lately, CBS has been putting great emphasis on its convertibility as against RCA's compatibility. Actually, consensus is there's likely to be little conversion with any system in light of experience with FM, short wave converters, etc.

* * * *

Some 50 RCA manufacturing licensees saw demonstration Thursday. FCC's Coy, Hennock and Hyde had seen it Wednesday night; only Walker hasn't seen it.

Set-makers, keenly aware of the lag between laboratory and dealer's shelf, seemed to have qualms only that public might expect color sets any day now. They were quick to notice one newspaper report misquoting Sarnoff to effect color would be in homes "in a matter of months rather than years." For his guesses on timetable, read text of his speech in Special Report herewith carefully. "I hesitate to say one year, 2 years or 3 years," sums up his guarded promises.

Licensees were assured same assistance in color as they received in 1947 when RCA threw open its know-how on its first post-war set -- the well-known 630-TS. This assistance, said license v.p. Ewen Anderson, would include: sample kinescopes and sets, engineering description and service, bill of materials, drawings, information and test equipment, RCA-made components if desired.

* * * *

Hearing resumes Monday, continues on these dates: April 4-6, 10-11, 17-20, 25-26. Official showing of tube is April 6.

RCA's Dr. George Brown is due to continue Monday, testifying that new data RCA has gathered still indicates color requires no different allocation from black-and-white, thus pointing to quick start on freeze hearing.

CTI's request for another official demonstration, in San Francisco (Vol. 6:12), was answered by FCC this week. At least one commissioner, plus staff members, would make trip first week in May, Commission said, if CTI gave written assurance that "it has effected a significant improvement in the performance..."

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Television Digest WITH AM-FM REPORTS

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Special Report
April 1, 1950

THE TRI-COLOR TUBE — AND RCA POLICY

Remarks of Brig. Gen. David Sarnoff, Chairman of Board, Radio Corporation of America

Before Press Conference in Washington, March 29, 1950

We believe Gen. Sarnoff's extemporaneous statements to newsmen at Wednesday's showing of tri-color tube so clearly analyzes RCA viewpoint of color TV situation that his remarks are here published for the benefit of those who want more details than those carried in sometimes confusing and contradictory press reports of the interview.

GENERAL SARNOFF: Ladies and gentlemen, I find it difficult to follow Dr. Engstrom [v.p. in charge of research, RCA Laboratories] as a speaker—after the lucid explanation he has made. I feel that, however great the stimulus may have been from other sources, the actual result is the product of the brains and the toil and sweat of the research men and development engineers, and the other technicians who have brought this wonderful tube to its present stage.

In a sense, I feel that we are witnessing here today what the first group witnessed in New Mexico when the atom bomb was exploded for the first time, with this distinction: that here we witness a development for beneficent purposes that can bring us enjoyment and happiness, and can make for a larger industry and more employment, whereas the atom bomb unhappily produces opposite results.

Beginning of Practical Color TV for Home

To my mind, practical color television begins with the single tube. Of course, systems had to be developed before this and many principles had to be explored and proven. But not until you have a single color tube, such as you have seen today, have you got the basic outlines of the practical color television system for the home. I share the optimism of Dr. Engstrom, and I congratulate most heartily every man in our organization who has had a part in this great development.

I might say to you that I have watched the development of radio and electronics for more than 40 years, but never before have I witnessed compressed into a single device so much ingenuity, so much brain power, so much development, and such phenomenal results, as are represented in this color tube.

It has taken electronics a long way and what the significance of this color tube may be to the future, I believe it would be difficult to over-estimate today. I think that the most fertile imagination would fall short in predictions compared to the realities which will follow.

'Facts of Life' About Color TV

When I came here this morning, I wondered whether I should tell you the facts of life about color television, as I see them. I have decided to do it, and in doing it, I shall be glad to submit myself to your questions and to answer them if I can.

It is almost impossible to touch the subject of color television without raising a fuss and starting a controversy. But I do not know anything that you ladies and gentlemen of the press like more than controversy. So, you have a fine target before you this morning. I leave myself to your tender mercies. Nothing I say is confidential. All I ask is that you use the abundant intelligence which you have, so that when you quote me, please do not make me say things that I have not said. I will probably say plenty as it is.

The first point I would like to make is this: I want to dispel any suspicion or suggestion or doubt as to where RCA stands in this field of color television; as to whether we welcome it, whether we want it, whether we like it, or what we are going to do about it, and so on.

RCA 100% for Color TV

My answer to those and similar questions is that we in the RCA are 100% for color television. We believe in it. We have done all that we knew how to do up to this morning to advance it. We are going to continue to use our brain power and our resources and our facilities to keep on advancing it. So it does not strike us as something unpleasant, but rather as something we believe offers the greatest opportunity for enhancing and enlarging the service of television, both in black and white and in color, to the home and to industry in general.

And from a purely practical standpoint, who has more to gain from the development of color television than the RCA? After all, we are in business not only to broadcast programs and to sell advertising over the broadcast systems. We are also in the business of manufacturing and selling receiving sets, transmitters and tubes. So it is to our interest more than it is to any other single interest to advance the day when color television may be translated into a practical service. It will increase our business, it will increase our income, and it will increase our profits.

If anybody knows any reason why the RCA should not welcome color, I do not know that reason. It has never influenced our thinking.

The second point I would like to make is this: I am not as pessimistic as Dr. DuMont, who says that color television is anywhere from 10 to 20 years off. I do not believe that. It will be a much shorter period. I think you are able to judge that for yourselves, after what you have seen this morning. But I am not as unrealistic as the Columbia Broadcasting System spokesmen who say that color television is here today. I do not wish to associate myself with either extreme position.

Which System Is More Nearly Ready?

My third point is this: In point of readiness, which system is more nearly ready for commercial service?

You have certainly had plenty of claims and counter-claims and statements and mis-statements on that point. My conviction is that RCA is ahead of any other system even in its present form. But if we are talking about a single tube, all-electronic color system, more development

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work needs to be done even with our system before mass production can be undertaken and sets sold to the public.

As to the proposed modified electronic system of the Columbia Broadcasting System, so far as I know it has neither been demonstrated nor field-tested as yet. But that does not mean, to my mind, that there is any reason why the FCC cannot set broad standards right now. The translation from the present position into the ultimate product will go faster from the day that the Commission establishes such standards.

When we talk about Commission standards, we have not the slightest wish to have the Commission approve our system and outlaw somebody else's system; nor to get into that kind of an argument. What we are interested in is to have the Commission set standards. This, it seems to me, can be done.

Already the Commission has spoken on the width of the channel—6 megacycles. We accept that. There are only two other broad standards that the Commission really has to set in order to clear the road. One is a requirement that color pictures, by whatever system transmitted or received, shall not be inferior in quality to present black-and-white pictures. The other is that whatever system is employed it *must be compatible.* You have seen the reason for that today, and you have known of that reason before.

The Three Basic Standards

If these three broad, basic standards are set by the FCC—6 mc, quality, compatibility—any system should be free to go forward and develop and try to meet those standards. I think those are the minimum requirements for standards that the FCC should be reasonably expected to set. Such standards would protect the public interest, and avoid making obsolete the 5,000,000 or so television sets already in the hands of the public. This number probably will reach 10,000,000 by the end of this year.

After such broad standards are set by the FCC, let the good American system of competition express itself to the full. Let there be competition in design, in appearance, in performance, in price and in service. . . . .

It is my purpose to speak frankly. Let us, therefore, take a look at the situation as between the two principal contenders—RCA and CBS. In referring to these two, I do not intend to minimize any other system that is being offered or demonstrated. I merely refer to the two major contenders here, one of whom has been more aggressive than the other in publicity exploitation.

What About the CBS System?

CBS says, as I understand it, that its system of color is ready now; that all the Commission has to do is to approve that system and that, this done, the public would have color right away. What system are they talking about? They are talking about the mechanical disc, field-sequential system. However, in the testimony recently given by the experts for CBS they said that if the RCA color tube is made available, they could use the tube in their set, too, and that this would remove objections to their mechanical system with its limited picture size.

That is the same thing as saying we are both interested in transportation: one is building an automobile and the other a horse and buggy. The argument seems to run that when the automobile is ready the horse and buggy could be abandoned. But this would be adopting the other party's method of transportation.

Of course, that does not mean that we would not make our tubes available to anybody that built CBS sets. We would make them generally available. But the basic principle of the mechanical system then goes by the board, as it should.

I cannot imagine that, between now and whatever time it may take to produce these tubes commercially and to make them available to the public, anyone would be interested in buying a mechanical-disc set, with its limitations, for home use. I do not believe they would be interested in making such a purchase any more than they would be interested in buying a mechanical black-and-white set when they can get an all-electronic black-and-white set.

CBS has stated, also, that it will adopt the sampling method which is an important element of the RCA system. Likewise CBS has said that it will adopt the dot-interlaced scanning method. Thus, they claim, they can improve their picture. I hope they will do all this. But, if they adopt dot-interlaced scanning, and sampling, and the single tri-color tube, if they throw away their mechanical disc, what is left of their so-called system that justifies them calling the modified system the CBS system?

What About Compatibility?

I will tell you what is left—the field-sequential method. Although they are not the inventors of the field-sequential method (for it was known years before), nevertheless their use of it would be the only distinguishing feature between the so-called CBS system and the RCA all-electronic system which employs the dot-sequential method.

I ask you, is that a virtue or a vice? As you know, the dot-sequential system provides compatibility, while the field system does not. If anyone knows why the field-sequential system should still be employed, I wish he would tell me. I do not know the answer and our engineers don't know the answer, although they know many reasons why it should be abandoned.

Now, all the CBS has to do is to move over a little bit and adopt the dot-sequential system. This would end the needless argument. The Commission could set standards and all the engineers could go back to their laboratories and workshops instead of hanging around in Washington.

Our friends in CBS say that their system is all ready, and that ours still needs further development. Well, *what* system is ready? We have already discussed the mechanical system as it stands today in the light of the color tube. But when they begin to modify their mechanical system, and adopt dot-interlaced-scanning and sampling, to throw away the mechanical disc, and to substitute the RCA color tube, then they, too, will have an all-electronic system.

CBS Needs to Field Test

But has anybody seen that modified CBS system? Has the CBS itself seen that system? Do they know what a color tube would do in their present set with their present field-sequential circuits? They have admitted, only two weeks ago, that they would have to submit their modified system to field testing. You will recall that at the beginning, they said that their system required no field testing; that they had already had all the field testing necessary.

So, if CBS now has to submit an all-electronic set to field testing, which they admit they have to do, and which we agree they have to do, how can it be claimed in advance of any knowledge of what the field tests would show, that such a modified, unproven and untested system is ahead of what you have already seen here today? Our system has been field-tested, up to the color tube, for months and months.

So the opposite of what is claimed by CBS happens to be the case. The RCA is further ahead in the development of an all-electronic system than anyone else in the world. I submit that statement for challenge by anyone. CBS is not quite as ready as their press reports and their testimony before the FCC imply.

Ladies and gentlemen, those are the essential facts I wished to place before you today.

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When Will RCA Color Be Ready?

Having listened to me patiently, so far, I assume that what you want to know now is how soon will this color set, equipped with the RCA color tube, be ready for the public.

There is no simple answer to that question. Our next step is to make an official demonstration to the FCC. The date is set for April 6. Tomorrow we are going to demonstrate this tube and set to licensees and to other people who are interested in television, so that they can see what you have seen today.

As Dr. Engstrom has stated, we are moving forward to translate these laboratory and hand-made models into production models. That is not a matter of years; it is a matter of months. After we get good production models, we have to tool up, and gear our lines for mass-production.

No matter which system is approved by the FCC, it will require a reasonable period of time before one can produce commercially designed instruments. I hesitate to say one year, two years, or three years, because I don't know the exact amount of time all this will take. But I do know that from the minute the FCC sets standards, and if they set standards along the lines that I have just discussed, we would be able to go forward with our system. From the moment when the green light is given, we will be working day and night to take these remaining steps in our laboratories, in our set factories and in our tube plants, in order to get these instruments to the trade and to the public as quickly as possible.

Black-and-White Buyers Safe

In such a program, we see no problem either for the broadcasters or for the manufacturers of black-and-white sets. With a compatible system, there is no reason whatever why anybody should not continue to own or to buy, if they do not own one now, a black-and-white television receiver. The programs will be received in monochrome with present-day black-and-white sets, and without any modification whatsoever. You have seen here, today, better black-and-white than you have seen before. When the color tube is available, either a new color set can be purchased or present sets can be converted to receive in color as well as in black-and-white.

We have not yet fully gone into the problem of simplification of these circuits so that they could be adapted to present sets. That is the next step. We have no doubt that the color tube with its accompanying additional circuits can be made to apply to existing television receivers. That is an engineering development now under way.

What you have seen here are our standard black-and-white sets to which the color tube and its circuits have been adapted. We see no reason why, under the program I suggest, there should be any problem for the industry or why there should be any hesitation on the part of anyone to buy black-and-white sets now on the market.

It is quite a different story with an incompatible system. It is a different story for the broadcaster, too. You have seen or heard the statement made by the president of NBC before the FCC last week. He said that NBC would be prepared, when the FCC sets standards, to equip its broadcast transmitters for color transmission and to send out color programs on a regular schedule.

Finally, I would like to leave this thought with you. There is nothing in the development of our system, whether it be at the transmitting end or at the receiving end or at the tube end, which we seek to preserve exclusively for ourselves. There is no monopoly element, no monopoly question involved in this whole situation. We would make all of the things that we would use ourselves, available to anyone else who wanted to buy it and use it.

That is the story of color television, as I see it, as of this morning. I thank you most sincerely for your patience and for your attention.

Questions and Answers

QUESTION: Would you tell us what the projected cost would be of a set?

GENERAL SARNOFF: At this moment we have not yet moved into commercial design and mass production. My guess would be that when these sets are made and sold in similar quantities to black-and-white sets, the cost would be approximately 25% more, perhaps 20 to 25% more than an ordinary black-and-white set. But, as I say, this is guessing in advance of detailed knowledge of the specific design and actual production costs.

QUESTION: I notice that during the talk this morning that more emphasis seemed to be put on the three-gun tube. Do you think that is more likely to be the answer than the one-gun tube?

GENERAL SARNOFF: I don't think so. I think that there will be both, but I think the one-gun tube is likely to be the ultimate answer. These are purely matters of economical manufacture. There is no basic reason I know of why the one-gun tube should not be the ultimate answer. Nor do I think it is going to make any great difference whether it is three guns or one gun. It is still one tube.

QUESTION: When you talked about authorization of any particular system, did you feel that the Commission might practically authorize all of the competing systems and leave it up to competition to decide which is the best?

GENERAL SARNOFF: I don't visualize the necessity for the FCC to approve or disapprove systems as such. I think what it needs to do is to set standards. If FCC sets broad standards, any system that can meet those standards can go ahead. Competition can be along many lines, as for example, design, color tube type, price, service and so on.

QUESTION: That would mean that no system would be outlawed, then; all companies could go ahead on whatever system they might be working on?

GENERAL SARNOFF: No, no system would be outlawed, but none would be licensed that did not conform to the standards.

QUESTION: How far is the color system away from equality in quality with that of the best black-and-white?

GENERAL SARNOFF: Well, so far as reception on black-and-white, which you saw today, the color camera produces a black-and-white picture on the standard receiver somewhat better, I think, than the standard black-and-white. So far as color is concerned I would say that we are already pretty close to that same quality.

You must remember also that when you see these demonstrations, they are under forced draft, they are using temporary equipment. Also lighting has much to do with the net result that you see on the receiver. But when color operations are standardized as they are for black-and-white, I would expect that the definition of a color picture will be as good as black-and-white.

QUESTION: What kind of lighting was used in the studios?

GENERAL SARNOFF: So far as I know, it is standard lighting. Is that so, Dr. Engstrom?

DR. ENGSTROM: Incandescent lighting. The light level was 150-foot candles. This is the same or a little less than we use for black-and-white.

QUESTION: Ordinary street type makeup?

DR. ENGSTROM: The makeup tends to go a little bit in the direction of make-up for color movies.

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QUESTION: How many dots do you hope to get? How many elements do you hope to get?

DR. ENGSTROM: Twice the present number.

QUESTION: The General has indicated when the color tube set is in production it will cost about 25% more. What about the problem of the cost of conversion? Can you tell us something about that?

GENERAL SARNOFF: I don't know the price of conversion yet. We haven't worked out the precise design for conversion. But there will be continued efforts in the direction of simplification and this will bring down the cost.

QUESTION: How close are you to mechanization of the tube, where is it built?

DR. ENGSTROM: Lancaster, Pennsylvania. We have quite completely visualized the mechanized processes, and the next step now is to put them into operation.

QUESTION: There is one point that I think was left unanswered by both you and Dr. Engstrom, and that is the matter of size of the picture. This is a 16-inch tube that was reduced to 14. I suppose that is because of the mask inside. That does not mean that this color tube will limit the size of the picture?

DR. ENGSTROM: No. It will not be limited in size. In fact it is easier for us to make a large tube than a small one.

QUESTION: Will you use 24 and the 30 inch tubes, when they come along?

DR. ENGSTROM: I think we will start with the 16-inch size and go up in size for color.

GENERAL SARNOFF: There is no limit in picture size with a tube as there is with the mechanical disc. More than that, the viewing angle is exactly the same as it is with present black-and-white receivers. This is because the color tube is the direct-view type and does not require a lens to enlarge the picture.

QUESTION: You said that the FCC ought to set just general standards?

GENERAL SARNOFF: Broad standards.

QUESTION: And one of those standards was compatibility. What about the question of compatibility of color system? Would there be one receiver that would receive your system, modified CBS system and the CTI system?

GENERAL SARNOFF: If there is such a universal receiver, I know nothing about it. I never saw one. Such a universal receiver has not yet been demonstrated. Obviously, it would be more expensive than a receiver for one system.

QUESTION: Then you would have a set that would accept the RCA system only, but if the CBS system were authorized and some broadcaster were to broadcast the CBS modified system, single system receivers would not be able to receive all transmissions.

GENERAL SARNOFF: If CBS or anyone else can comply with the broad standards that I discussed, then there would not be a CBS system or an RCA system or any other specified system. It would be a compatible color television system.

QUESTION: What about the CTI?

GENERAL SARNOFF: Well, the CTI has a line sequential system. CTI claims that their system is compatible.

QUESTION: There is no question of compatibility of color, that is, if the standards you suggested were to be authorized?

GENERAL SARNOFF: I want to clarify your question. What I am saying is that under multiple standards where each system is authorized to go ahead, you will need three separate receivers, or a universal receiver that can receive all three systems. The latter would certainly be more complicated and more expensive than a receiver built for a single system. Competition should not be between field-sequential or line-sequential or dot-sequential systems. Competition should be based on the quality, price, design, service, etc. of the product and on programs.

Now, the Commission has no choice, as I see it, either to set broad standards, as I have suggested, or to set multiple standards. We see no useful purpose to be served by multiple standards. However, if the Commission decides on multiple standards we will go along and cooperate. No one knows what the future may bring. Therefore any standards that are set must be such as to permit further development and further growth. The field-sequential system using the mechanical disc has demonstrated that it cannot improve unless it adopts the important features of the all-electronic compatible system.

We have demonstrated from the beginning the continued improvement possible with our system. You have seen these improvements during our successive demonstrations and we are confident of further improvements.

QUESTION: Do you foresee the day when RCA will not turn out black-and-white television sets?

GENERAL SARNOFF: No, I don't. A compatible set will receive both black-and-white and color transmissions. And black-and-white sets will always be cheaper than a combination black-and-white and color set. I see no reason why we should abandon black-and-white receivers.

QUESTION: You mean the single tube will tune in the black-and-white program?

GENERAL SARNOFF: Yes, it will.

QUESTION: Do you think it is worth trying for more than 6-megacycles bandwidth for color?

GENERAL SARNOFF: I think 6-megacycle channels have become so fixed because of practical considerations that I doubt whether there is any way to alter it now. Certainly for the VHF 6-megacycle channels are indicated. We can also start UHF with 6 megacycles. There is no doubt that with more channel width you can pass more information. The better the definition the better picture you would have. But there is a limit to the use to which the spectrum can be put which has to be considered by the Commission. I have great sympathy with the problem of the FCC in this difficult problem of allocation. It is not an easy job.

QUESTION: What assurance does the FCC have that, if they would authorize standards for your system, the coaxial would be modified to carry them?

GENERAL SARNOFF: Such assurance as they can get from the Telephone Company. The Telephone Company has stated that it would adjust its cables for the required band-width to carry the color programs. Also, most of the interconnection will be by radio relays, where that problem does not exist at all. I think that the first transcontinental television will be by radio relay rather than by coaxial cable. It will carry our color. It does not seem to me to be proper to compress color and reduce its quality in order to meet the narrow band of existing cables. It is better to increase the bandwidth of the cable, by whatever means needed and those means are known—and thus let the full color signal go through.

Also, I believe that the present cable problem will not continue for long. I would not be surprised to have our experts find how to get our color through, even with present limited bandwidth of the coaxial cable.

In any event, the Telephone Company is on record that it would make proper facilities available for color transmissions. I think that by the time color television will be ready for the home, the cable problem will be solved.

Television Digest WITH AM-FM REPORTS

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Color Report
March 25, 1950

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COLOR CONFLICT POINTING TO CLIMAX: By fits and starts, color hearing lurched along this week, but hopes for end in April are still high. There's hiatus until April 3, however, while FCC attends to other business. Guesses as to actual decision date vary all over the calendar, but few expect it before late May or June. Some Commission people venture July.

Condon Committee report to Senator Johnson may well come before FCC decision. Dr. Condon says draft is now being prepared, and he hopes to see it completed in 4-6 weeks. Report will be made confidentially to Sen. Johnson, but the Senator has promised to make it public.

FCC got fairly close to heart of color matter this week when it:

(1) Got first peek at RCA's tri-color tube.

(2) Heard detailed arguments against "multiple standards."

(3) Listened to specific color programming plans of CBS and NBC.

FCC reactions to tri-color tube were very favorable -- "extremely gratifying," as one commissioner put it. Thursday evening, Sen. Johnson and Comrs. Jones, Sterling, Webster, plus most top FCC staff, saw color program on a 1-gun and a 3-gun tube, housed in conventional 16-in. table cabinets.

Consensus was that somewhat better pictures are presented by tubes than by dichroic mirrors previously used. Registration was generally termed "very good," colors "fair to good," rendition of black-and-white subjects "quite good." Said Sen. Johnson: "I feel that I've been present at a very historic occasion."

Receivers are much simplified, having only 37 receiving tubes, compared with previous 64. Picture tube is somewhat longer than standard 16-in., gives equivalent of 14-in. picture at present state of development.

Technique wasn't described in detail, but it's said to be based on principles known for some years. Press showing is Wednesday, demonstration for hearing record Thursday.

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Multiple standards concept was emphatically rejected by CBS president Frank Stanton. "At first glance," he said, "it seems to be a solution in the best American tradition of free competitive enterprise." But he foresaw this impact on public, telecasters, manufacturers:

(1) Consumer will be choosing programs of particular stations when he buys set geared for particular system. That is, unless inexpensive set, good for everything, comes along -- an unlikely event. If multiple standards are permanent, consumer is likely to wait for reasonably-priced "universal" set. If they're temporary, leading to single standard, public will wait until that standard is chosen.

(2) Telecasters won't be eager, under temporary multiple standards, to "gamble large sums in equipment and programs in the doubtful hope of creating an audience which may vanish in the event that another system wins out."

(3) Manufacturers might sit back and do nothing, enjoy "heaven-sent opportunity" to ignore color, wait for single standard or universal receiver.

NBC president Joseph McConnell didn't speculate about what might happen under multiple standards, simply stated NBC didn't recommend them but didn't fear them. If they're adopted, he said, NBC would pursue exactly same course as if only RCA system were chosen.

Comr. Jones had rather startling news for Stanton, when latter spoke about unlikelihood of inexpensive universal receiver. Jones said he'd seen set that could get both RCA and CTI systems and that engineers had told him it could also be made

to get CBS system -- all in receiver no more complicated than RCA's. Stanton said he couldn't visualize such a set, popularly-priced.

Jones ventured no details about receiver, which Stanton called "this marvelous set." There's speculation that Bureau of Standards may have made it.

* * * *

CBS would transmit color at least 20 hours weekly, within 3 months after decision, if its system were adopted, Stanton testified. Within 2 years, virtually all CBS programs would be in color, he estimated, assuming everyone got behind system. He wouldn't commit himself to that schedule if another system were adopted, but said CBS would "cooperate wholeheartedly."

Initial 20 hours weekly were broken down to: 3 hours daily, 5 days weekly, before 6; ½ hour daily, 5 days weekly, between 6-8; ½ hour daily, 5 days weekly, after regular monochrome hours.

Stanton believed affiliates would jump at chance to "take the lead in color" and transmit large portion of above schedule; that sponsors would buy time at first for promotional value; that competition would encourage manufacturers to make color sets, color converters, 405-line black-and-white adapters, and to start building new black-and-white sets with built-in adapters.

FCC shouldn't try to force telecasters or manufacturers into color, he recommended, saying that action might "rub salt into such wounds as may exist." Comment was in response to query by Chairman Coy who asked how FCC could encourage color.

Stanton insisted color decision must come soon, or else great mass of monochrome sets will make switch to color impractical.

NBC's color schedule, said McConnell, based on assumption RCA system is approved, would be at least 12 hours weekly from Washington's WNBW, including "commercial as well as sustaining shows, in choice as well as at other hours." Color would be fed to New York via radio relay. In New York, WNBT would transmit at least 12 hours weekly as soon as equipment is installed, would expand to at least 18 hours within year.

"Why not 100% color within a year?" asked Coy. It depends on availability of studio equipment and sponsors' desires, McConnell answered.

He wouldn't commit himself about NBC plans in the event other systems were adopted, said no decision had been made for such eventuality.

* * * *

Other facets of week's testimony:

CBS waived cross-examination, counsel Samuel Rosenman stating CBS is eager to expedite decision, is only proponent fulfilling FCC's requirements. CBS was trading advantages of cross-examination for impression it hoped to make on FCC.

RCA counsel Joseph Heffernan countered that since his witnesses had always preceded CBS's, RCA's case had been predicated on cross-examination. Chairman Coy finally stated that cross-examination "is natural," that no one had to justify waiving it or not waiving it.

Cost of producing color programs, as compared with black-and-white, should be little if any greater, both McConnell and Stanton testified.

Bell Labs engineer Axel Jensen, at request of FCC, compared resolution capabilities of all systems, as he did before IRE (Vol. 6:10), testified that dot-interlacing could put them all on about same plane resolution-wise.

CTI hasn't proposed adding technique, but many expect it will momentarily, since engineers say it should work for them, too. Incidentally, CTI has petitioned for another official demonstration, in San Francisco, any time after April 25.

CBS showed kine recordings of color, 405-line and 525-line black-and-white. They were projected through movie camera, came through well.

At week's end, RCA's Dr. George Brown was on stand, had just begun giving more data on interference ratios, noise, etc., all to effect color is about same as black-and-white for purpose of allocations. Hearings resume same place April 3.

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non-school pursuit...The broadcaster has a direct obligation to provide a wholesome balance in programming."

Columnist John Crosby put it tartly: "My own opinion, an old-fashioned one, is that the parents have no one but themselves to blame. Any parent who lets his child sit in front of a TV set 30 hours a week is abdicating to the TV set."

WCON-TV IN DOUBT, WKZO-TV TESTS SOON: Curious situation has developed in Atlanta, where merger of Journal and Constitution into corporate entity (though they will continue to publish separately) would leave one company owning 2 AM and 2 TV stations -- contrary to duopoly rules. So Atlanta Constitution's now-building WCON-TV, due on air in June, will probably go on block along with WCON-AM, 5 kw on 550 kc, ABC outlet. Together, they represent $850,000 investment to date, of which about $250,000 is in complete RCA transmitter equipment for TV, already installed, and $180,000 in 1056-ft tower called highest of kind in country and near completion.

Troubles loom for seller, however, inasmuch as (1) both present TV stations in Atlanta, one owned by Journal, are operating in red, and buyers may be reluctant to sustain inevitable initial loss operation; (2) Constitution's AM outlet has operated last 2 years only under STA, due to engineering troubles that may require investment in 2 more towers to add to present 4; (3) station's power radiation involves certain engineering kinks still requiring adjustments with FCC, let alone completion of plant; (4) question whether FCC will permit sale of CPs.

So there's possibility that one more among remaining pre-freeze CPs for TV will be forced to drop out. CPs now total 7, with Louisville's WHAS-TV making formal debut March 27 as 102nd station on air (Vol. 6:10-11). Following Sunday, April 2, Norfolk's WTAR-TV gets going. This week, there's word that Kalamazoo's WKZO-TV may begin tests April 1 (Lansing's WJIM-TV is already testing), and Rock Island's WHBF-TV is far enough along so tests may be expected by end of April or mid-May. This week, too, first new application since last Oct. 15 was filed -- by WBTM, Danville, Va. for Channel No. 7; see TV Addenda 10-K herewith for details. Withdrawn was Topeka application of Midland Broadcasting Co., Kansas City (KMBC).

Count of TV Sets-in-Use by Cities

As of March 1, 1950

Sets-in-use totaled 4,835,000 as of March 1, according to NBC Research's monthly "census" report estimating TV receivers within 40-mi. service areas (.5Mv). NBC no longer publishes family figures, but those here listed are best available estimates of 1948 families within 40-mi. radius of city; note, however, that there are some overlaps, so that family figures are sometimes higher than actually served. March report includes Norfolk and Kalamazoo, due to have own stations by April. Total represents 461,000 increase over Feb. 1 count (Vol. 6:8).

Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Baltimore	3	732,000*	146,000
Boston	2	1,175,000*	306,000
Buffalo	1	323,000	73,800
Chicago	4	1,438,000	420,000
Cincinnati	3	384,000	92,900
Cleveland	3	695,000	176,000
Columbus	3	225,000	49,600
Dayton	2	291,000	42,900
Detroit	3	839,000	191,000
Erie	1	112,000	17,000
Grand Rapids	1	182,000	18,200
Kalamazoo	—(a)	143,000	6,500
Lancaster	1	85,000	35,600
Memphis	1	177,000	24,200
Milwaukee	1	327,000	89,400
New Haven	1	557,000	70,400
New York	7	3,597,000	1,145,000
Norfolk	—(b)	196,000	3,600
Philadelphia	3	1,184,000	395,000
Pittsburgh	1	742,000*	80,000
Providence	1	1,011,000*	38,000
Richmond	1	130,000	23,600
Rochester	1	208,000	31,100
Schenectady	1	258,000	62,500
St. Louis	1	474,000	98,500
Syracuse	2	199,000	33,800
Toledo	1	241,000	37,000
Utica	1	127,000	9,300
Washington	4	691,000*	109,000
Wilmington	1	183,000	28,300
Total Interconnected	55		3,854,200

Non-Interconnected Cities

Albuquerque	1	22,000	2,500
Ames (Des Moines)	1	126,000	4,500
Atlanta	2	233,000	27,800
Binghamton	1	131,000	9,800
Birmingham	2	196,000	11,400
Bloomington	1	104,000	5,000
Charlotte	1	171,000	12,200
Davenport	1	133,000	8,300
Fort Worth-	1	269,000*	19,300
Dallas	2	277,000*	24,500
Greensboro	1	165,000	9,600
Houston	1	217,000	16,500
Huntington	1	132,000	6,600
Indianapolis	1	231,000	30,000
Jacksonville	1	94,000	8,200
Johnstown	1	250,000*	16,500
Kansas City	1	275,000	28,900
Los Angeles	7	1,372,000	424,000
Louisville	2(c)	188,000	25,200
Miami	1	117,000	19,200
Minneapolis-St. Paul	2	333,000	74,900
New Orleans	1	225,000	19,900
Oklahoma City	1	138,000	21,500
Omaha	2	132,000	15,800
Phoenix	1	49,000	5,000
Salt Lake City	2	93,000	11,000
San Antonio	2	130,000	10,300
San Diego	1	113,000	25,500
San Francisco	3	825,000	43,500
Seattle	1	307,000	24,500
Tulsa	1	125,000	16,400
Others	—	—	2,500
Total Non-Interconnected	47		980,800
Total Interconnected and Non-Interconnected	102		4,835,000

* Family figures are based on estimates of 1948 population. Note that Boston-Providence, Dallas-Fort Worth, Baltimore-Washington, Pittsburgh-Johnstown coverages (hence total families) overlap. (a) WKZO-TV due to start tests early April. (b) WTAR-TV due to start scheduled operation April 2. (c) WHAS-TV due to start scheduled operation March 27.

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MARTIN CODEL'S
AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING ARTS AND INDUSTRY

Television Digest

WITH AM/FM REPORTS

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March 18, 1950

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COLOR & OFF-COLOR—COY SPEAKS MIND: FCC chairman Coy's comments on color, during his U of Oklahoma speech Tuesday, do so much to show status of his thinking (and that of FCC majority, we believe) that we're reprinting excerpts as Special Report herewith. But don't try to read too much between lines, because this seems obvious:

Coy still hasn't made his decision, nor have his colleagues who haven't even met yet to discuss decision -- this despite rumors and false reports (Vol. 6:10). He's weighing every possible solution, wants everyone to know what he believes basic problems to be, wants reactions to them.

Particularly interesting are his descriptions of CBS and RCA systems, his comment on tri-color tube, his repetition of "built-in" adapter question, i.e., whether manufacturers would build it into sets henceforth and thus start making CBS system compatible (Vol. 6:9) in order to give more time ("perhaps a year or more") for further experimentation and a later decision.

* * * *

There was much more than "color" in Coy's address (full text available from FCC information dept.), and what got biggest play in press was his warning to broadcasters-telecasters that they'd better clean up "livery stable humor" or Congress might do it for them. He quoted excerpts from letters FCC and Congressmen have received, decrying "risque, ribald, raffish sort of thing we have been getting" as well as crime and horror programs aimed at juvenile audiences. He said:

"When a comedian gets so big that his network can no longer handle him, then we have a case of the tail wagging the dog. The boy who used to express himself with chalk on a wall is now provided with a TV screen. The world has moved from the horse and buggy days to the electronic age, but this type of comedian is still peddling livery stable humor. The radio and TV carry him straight into the home without having taken the precaution to see that he is house-broken. Propriety is sacrificed for profits. The result is off-color TV -- tainted TV."

Everyone seems to think he has a particular comic in mind, but Coy won't name names. Good guess is "composite" of Godfrey and Berle.

FILM FOLK GETTING PLENTY WORRIED: You can be sure the movie moguls are plenty worried about TV when Spyros Skouras tells 20th Century-Fox Showmanship Conference in Chicago last week: "We are in a fight for survival." Main theme of his key address was TV's impact on movies. He called on exhibitors "to act together and work feverishly and fanatically for large-screen TV for theatres." Theatre owners were fed this bad news, too, by National Theatre chain's Charles Skouras: In TV areas, movie attendance is down 40%; in non-TV areas, it's down only 12%.

Obverse of pessimism was "use-TV-to-fight-TV" attitude expressed by TOA president Sam Pinanski and Paramount's Leonard Goldenson. Former said he was going to buy all TV time he could "to tell them [viewers] to forget the junk they're seeing and come over to a real show." Latter called TV "greatest medium of selling the world has yet devised...Let's not be ostriches, let's go use it." On another front, Screen Actors Guild called TV both threat and promise to actors; board report to membership states it's one of principal reasons for Hollywood unemployment but sees it eventually providing lucrative employment for actors.

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REPORTS ON STATUS OF NEW STATIONS: Louisville's WHAS-TV found after sporadic tests that it needs more time for technical shakedowns, accordingly postponed scheduled March 20 opening to March 27. Meanwhile, test patterns and Multiscope, with occasional programs, will continue 9 a.m.-9 p.m. daily except Sunday. Manager Victor Sholis says March 27 opening is definite.

Courier-Journal's WHAS-TV will be 102nd station on air, will be followed April 2 by Norfolk Virginian-Pilot and Ledger Dispatch's WTAR-TV (Vol. 6:3,9,10) -- and that will leave only 6 CPs outstanding (see TV Addenda 10-J herewith). It also means 37 newspaper-owned TV stations, for Dallas News this week completed purchase of KBTV (Vol. 6:4) with FCC approval, soon will change call to WFAA-TV. And it means 81 TV outlets owned in common with local AM outlets.

From Lansing comes word that now-testing WJIM-TV (Vol. 6:3,9) is being seen and heard in Saginaw, Flint, Bay City, Jackson, Kalamazoo, Battle Creek, Grand Rapids -- and its enthusiastic owner Harold Gross wires it will "cover one of the largest areas in the country." Formal debut date hasn't been set yet. Norfolk similarly reports excellent test results, huge local interest in area's first station, stimulated by big TV exhibit, 56-page special newspaper section.

Report from Iowa State College's new WOI-TV, Ames (Vol. 6:7) claims 5600 TVs in area 3 weeks after it started Feb. 21, college survey of listeners Feb. 28 showing reception "good" among 80% of interviewees within 88-mi. radius. Des Moines Electric League secretary George Hoover claims central Iowa sales greater than those in Iowa's other TV areas -- Davenport and Omaha -- as of comparable date. Public demand is so great that distributors are clamoring for sets from Eastern suppliers. These brands are most in evidence: Admiral, Arvin, DuMont, Emerson, GE, Motorola, Philco, Raytheon, RCA, Stromberg-Carlson, Westinghouse, Zenith.

LAST-LAP SPURTS IN COLOR CONTEST: Hopes for early end of color hearing grew this week as weary participants waded through 3 more days of testimony. Direct testimony should end next week. Participants have asked for aggregate of only 30 hours of cross-examination. Rebuttal testimony shouldn't take too long. Imponderables are time needed for questions by Commission and expected additional demonstrations.

Good guess now is mid-April for windup. Thereafter, there's no estimating when FCC will render color decision -- but it's obviously not inclined to delay freeze hearings a minute longer than necessary. Biggest developments of this week:

(1) CTI's decided improvement, despite its well-justified plaint that it's still "working out of a suitcase."

(2) CBS's announcement it has achieved doubled horizontal resolution by use of sampling and horizontal interlace techniques.

CTI was elated over its pictures, asserted it can do even better, wants to prove it to FCC with demonstrations in own San Francisco bailiwick. Pictures were much brighter, fairly well registered, had excellent color fidelity -- impressed expert and lay observers alike. On debit side, line structure appeared quite coarse, resolution rather low, "boiling" or "jittering" distracting.

Admitting some shortcomings, CTI president Arthur Matthews said confidently that horizontal shift or double shift scanning technique would clean them up. His attitude on "multiple standards" (Vol. 6:10): "I really don't know what to think."

Senator Johnson attended press showing Monday, then stated to reporters: "No one can discount CTI after this demonstration." Asked his current thinking on subject of multiple standards, he said: "As a last resort, it may be all right. I'd like to see a composite of all systems worked out. I know it's not as simple as that. But I'd like to see standards allowing progress and improvement. I know that when I talk about broad general standards I'm indulging in a little doubletalk.

"CBS is farther advanced than the others. It's the older system. It could give good service. With respect to its potential, I wouldn't want to commit myself." He met with full Condon Committee last week; presumably, it's gearing for report.

CBS's Dr. Goldmark popped his development Wednesday, said he just got it to

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Special Report
March 18, 1950

COLOR ISSUES — AS DEFINED BY COY

Excerpts from Address by Wayne Coy, Chairman, Federal Communications Commission

Before University of Oklahoma Radio Conference March 14, 1950

* * * *

THE SYSTEM proposed by the Columbia Broadcasting System has been in development longer than any of the other two systems and has progressed farther than any of the other two systems. The system has worked well and produces pleasing color pictures of good quality and good color fidelity. At the present stage of development the system must necessarily use a mechanical rotating filter as the means of producing color. Since the mechanical filter must be more than twice the size of the tube, it is obvious that direct view tubes under the CBS system as a practical matter can be no larger than 10 to 12 inches—the larger 16 to 20-inch tubes cannot be used with the color wheel.

In addition, the CBS system involves a change of transmission standards in two important respects. First, the number of lines are reduced from 525 to 405. Secondly, the number of fields are changed from the 60 of black-and-white television to 144 for color. CBS urges that the additional intelligence which results from color more than compensates for the loss in geometric resolution which results. However, when a station is broadcasting color programs in accordance with CBS standards, an ordinary black-and-white receiver will not be able to receive the programs in black and white unless either a manual or automatic adapter is incorporated into the black-and-white sets. But that is not color television . . . .

The RCA and CTI Systems

The RCA system was first disclosed in late August of 1949. Its first demonstration was unsatisfactory even to its proponents. In subsequent demonstrations improvements have been noted. However, at the present time the system relies on three tubes to produce the color image. This is a costly and cumbersome procedure and involves fundamental problems of registration. If the system works out, present black-and-white receivers will be able to receive RCA color broadcasts in black and white with no change in the receiver. But that is not color television either.

Getting black-and-white reception on present receivers from color television broadcasts deals only with an economic aspect of the problem; namely, obsolescence of present-day receivers; or lack of obsolescence; or the cost of preventing such obsolescence as occurs when television programs, which one wants to see, are broadcast in color.

One additional fact about the RCA system is that at the present time a color signal under the RCA system will not pass through the coaxial cable presently available. The cable width used at present is about 2.7 mc. The RCA system requires about 4 mc. An RCA color signal passing through the 2.7 coaxial emerges as a black-and-white signal.

The CTI system [Color Television Inc.] has been demonstrated twice to the Commission and both of those demonstrations have been in recent weeks. CTI was not satisfied with the demonstrations and they are expecting to be able to show considerable improvement within the next few weeks. I do not believe I should comment further with respect to their system until I have seen a demonstration with which the proponents are satisfied.

Promise of the 3-Color Tube

I should like to point out that there is considerable discussion about the possibilities of a single 3-color tube which would replace the three tubes used in the RCA system or the color wheel and tube that is now in the CBS system. RCA says such a tube would simplify their set and converter problem and reduce both size and cost. CBS says such a tube would relieve the handicap of a tube limited in size by the color wheel.

Such a tube is still in the laboratory and has not yet been demonstrated to the Commission. I hope with all my heart it develops and that when it is shown it will be perfect. However, in the case of this tube, as in the case of other much-heralded color television marvels, neither the Commission nor the rest of the industry can afford to count such eggs before they are hatched. In the past few months I have seen too many press releases describing perfect color television badly mutilated by bad performance.

Certainly a 6-mc color television system that would allow black-and-white reception on present-day receivers from color transmissions would be most desirable. At the present time we do not have such a fully developed system. On the other hand, we do have a workable color system with good picture quality but which is handicapped by limitations on tube size and which cannot be received by present black-and-white receivers without change.

Questions Posed By Color TV

Must we choose an undeveloped system because its color transmission can be received in black and white on existing receivers?

Or must we choose a workable system whose color transmissions cannot be received on existing receivers in black and white?

Or must we permit all of the systems to have more time for experimentation and development?

If more time were to be allowed for experimentation and development of all color television systems, could the freeze be lifted and permit black-and-white television to

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go ahead? Or should the freeze be kept on until it is possible to write engineering standards for color television?

If there were to be time for further experimental and developmental work, is there any action which, taken now, would protect the public presently buying television receivers in a manner which would reduce the obsolescence factor in the event the Commission decision favored a color system incompatible with present black-and-white standards?

Some More Alternatives

Given the assumptions I have just stated, could it be expected that the television manufacturing industry would immediately build manual or automatic adapters in all television receivers? Would the relative small cost for such an addition to a set be worth it in terms of giving the widest possible latitude for decision after further experimentation extending perhaps a year or more?

Or must we write multiple standards and let the public decide in the market place which is the better system? Is there any way to assure the future use of all color sets if such a proposal is followed? Is it a proposal in which the public will willingly accept the risks and costs involved?

Or must we reject all of the systems and say that we will proceed immediately with black-and-white television in both bands and let color wait until another generation or two, and in another, and now unexplored, portion of the spectrum?

These are the very difficult questions which the Commission has to face and resolve before it can decide the color television issue. Needless to say, I am not prepared to answer these questions today.

You and I will agree that color is a delightful quality in our every-day life. But let me assure you, with deep feeling, that it is a hydra-headed animal when it is considered in relation to television today.

Color television is a matter of wheels within wheels—or as Winston Churchill said on Russian foreign policy—"a riddle wrapped in a mystery inside an enigma."

Hearings will continue on this problem beginning in Washington tomorrow morning. We have already heard 33 volumes or 4500 pages of testimony. I would not be surprised to see the number of volumes exceed 50. I make no prediction when the hearing will end or when a decision will be made. I wish the decision could be made tomorrow but it won't be. I hope (I do not predict) that the Commission will be able to resume the processing of applications before this year is out.

The country is far richer in technological information today as a result of our present hearings. There is no question in my mind but what the Commission's actions with respect to color have moved forward the development of color television by months and years. As a member of the Commission I take pride in the fact that we have been so diligent in looking after the public interest. I am sure that the result will be a far better, far sounder and far more enduring system of television than if we rejected the considerations of color television at the present time and left it to chance to be developed at some unknown place in the spectrum and at some unknown date in the future.

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work satisfactorily, in laboratory, Monday night. Still insisting CBS system's resolution is good enough now, better than RCA's or CTI's in fact, he offered new technique as answer to criticisms about low CBS resolution. Dr. Goldmark testified development requires about 6 more tubes in receiver.

There's little question technique will work for CBS, apparently; in fact, many have wondered why CBS hasn't tried it before. Up to now, CBS has been reluctant to imply that its system could stand improvement.

RCA seized upon announcement, and Dr. Jolliffe issued statement: "At last CBS has admitted weakness...CBS now states it will adopt the principles of 'sampling' and 'horizontal interlace' developed by RCA for its all-electronic system. Despite this latest move, however, the CBS system will still lack compatibility... The flaws of color breakup and flicker still remain in the altered CBS system."

CBS burned up at that, shot back: "The RCA statement is sheer effrontery, a gross distortion," added that CBS system has proved to be highly satisfactory, that RCA's is "unadoptable."

Compatibility remains principal issue, assuming CBS can use new "resolution-doubling" technique and tri-color tube.

How about CTI? Can it use sampling and horizontal interlace? Engineers shrug shoulders, say "maybe." Will FCC hold off decision until it sees both CBS and CTI try it, field test it?

* * * *

Questions of networks to carry RCA system, which requires some 4 mc, compared with 2.7-mc limit of present coaxial, kept AT&T long lines chief engineer Frank Cowan on stand most of Friday. He testified that:

(1) Following cities could get RCA color from New York, by radio relay, by fall: Boston, Providence, Philadelphia, Wilmington, Johnstown, Baltimore, Washington, Pittsburgh, Cleveland, Toledo, Detroit, Chicago, Milwaukee, Davenport, Des Moines, Ames, Omaha.

(2) Present coaxial will carry RCA color when modified to handle 8 mc. New York-Philadelphia link will be tested with 8 mc next year. It would take about 2 years to adapt all coaxial "extensively" to 8 mc.

(3) By Dec. 1, ten cities could be linked into two RCA-type color networks simultaneously.

He also estimated cost of expanding coaxial from 2.7 mc to 8 mc would add about 25% to AT&T's present $25-30,000 per mile investment. Operating costs would be about 50% greater.

* * * *

Balance of testimony brought nothing exciting, though proponents made much over small points. Haggling over CBS's survey of public reaction to Washington demonstrations showed that research is as fertile field for argument as theology. FCC statistician H. H. Goldin testified that far more extensive survey would be needed to produce data on which to base engineering standards.

Philco's David Smith reiterated that no color system is ready yet, recommended CBS system be abandoned, revealed his company is also working on tri-color tube, saw no reason for delaying freeze hearing.

Good session is expected Wednesday, March 22, when hearing resumes in Commerce Dept. Auditorium. To tell how they would program and network color, CBS's Frank Stanton, NBC's Joseph McConnell and possibly CTI's Matthews are due on stand. It's expected FCC chairman Coy, absent all this week, will be back in chair. By next week, too, RCA may announce when it will demonstrate tri-color tube; it still says "before end of month."

FCC has asked Bell Labs' Axel Jensen to repeat his analysis of respective systems, given at IRE convention (Vol. 6:10), at hearing Thursday. His evaluation of CBS resolution should be interesting, in view of latest development.

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March 11, 1950

TIZZY OVER UNFOUNDED COLOR 'DOPE': Tenseness of industry over color issue was well illustrated by way rumor ricocheted from company to company, all across the country, after Friday's Radio Daily carried gossip that FCC would authorize "multiple standards" in few weeks, lift freeze immediately.

Actually, situation remains exactly as we reported last week (Vol. 6:9): Individual commissioners are exploring all possible color decisions, looking for best one, and freeze can't possibly be lifted before fall or winter.

We checked again with all 5 commissioners in town, found they still haven't even met to discuss matter. Chairman Coy finally got fed up with inquiries, asserted: "We aren't replying to mere rumors."

Quotes from other commissioners: "Pipe dream." "Not an iota of truth." "They must know more than we do." But Jones said "no comment"; he's believed sold on idea. Hennock and Hyde were out of town.

Status of FCC's topside thinking may be indicated by Coy in his speech March 14 at Oklahoma U radio conference.

Our guess about whole affair, started by questions from Comrs. Coy, Hennock and Jones during last week's hearing, is that they're trying to encourage widest possible industry thinking about solutions -- certainly haven't settled on any particular system or "multiple standards."

But some industry people suspected story was "plant," linked it with CBS president Stanton's call on President Truman Thursday, came up with dark suspicions.

PLUMMER NEW FCC CHIEF ENGINEER: Young (37) and younger-looking, FCC's TV and high frequency expert Curtis B. (Curt) Plummer was named chief engineer Friday -- filling vacancy left when George Sterling became commissioner in January 1948. At same time FCC picked assistant general counsel Harold Cohen as chief of Common Carrier Bureau, first move toward new functional organization (Vol. 5:52) which becomes effective April 3. Promoted to chief hearing examiner was J. Fred Johnson. Acting chief engineer John A. Willoughby reverts to assistant chief engineer.

Choice is welcome one, not only because post needed filling (see Open Letter to FCC, Vol. 6:6) but because Plummer is capable, popular, deserving. He's noted for photographic mind, is native of Maine (as is Sterling), married, has year-old son, is 1935 graduate of U of Maine. After working with New England stations and Radio Receptor Co., he joined FCC in 1940, has been its TV chief since 1945, has participated in international high frequency conferences in Atlantic City in 1947, Geneva 1948, Mexico City 1949.

New Broadcasting, Safety & Special Services, Field Engineering & Monitoring bureaus will be set up soon. Planned vertical organization means separate legal, engineering and accounting personnel will be assigned to each of the 4 bureaus, doing away with separate law, engineering, accounting bureaus. Affirmed in new posts (with same titles) were Benedict P. Cottone, general counsel; William J. Norfleet, chief accountant; William K. Holl, executive officer -- all of whom with Plummer report direct to Commission as staff consultants. They no longer will have operating responsibilities -- although they'll continue with present functions until other 3 bureaus are established.

Station Accounts: Domestic Sewmachines sponsoring *Adventures in Sewing* on New York's WJZ-TV, 1:30-2, starting March 10; Sulzman Distributing Corp., New York, and Apollo Distributing Corp., Newark, placing thru Fuller & Smith & Ross, Cleveland . . . Case-Swayne Co., Santa Ana, Cal. (fruit packers) sponsoring *The Jonathan Story*, film serial by Will Lankergood Productions, Hollywood, on KFI-TV, Mon. thru Fri. 7:15-7:30; same station also to carry Angels baseball sponsored alternate days by Emerson distributor and Eastside Beer . . . Burry Biscuit Co. sponsoring *Friendship Ranch* on WNBT, New York, Thu. 6-6:15, thru Clements Co., Philadelphia . . . Kaiser-Frazer used New York TV stations this week, including hour show on WOR-TV, to introduce new models. Among sponsors reported using or preparing to use spot TV; Owens Karass Inc., Rochester (Sark card game), thru Hutchins Adv.; Larson Laboratories, Erie, Pa. (Mintglo adhesive balm), thru Yount Co., Erie; Stokely-Van Camp Co., thru Gardner Adv., St. Louis; Helene Curtis Industries Inc. (Suave hair dressing), thru Gordon Best Agency, Chicago; Durkee Famous Foods (margarine), thru Meldrum & Fewsmith; United Airlines, thru N. W. Ayer; Chrysler Dealers of Chicago, thru Olian Adv.

Network Accounts: Easter Sunday one-shot on NBC-TV, April 9, 5:30-7 p.m., sponsored by Frigidaire, will feature Bob Hope as m.c. of big-name variety show; he's reported getting paid $40,000 . . . General Mills sponsoring *Chicago Golden Gloves* finals on 25 ABC-TV interconnected stations, Wed. March 29, 9:30-conclusion; via kine Sat., April 1, same time, on 6 non-connected stations . . . Gillette to sponsor 3 basketball championships on 26 ABC-TV stations—NIT finals March 18; NCAA Eastern regional finals, March 25; East-West All-Star game, March 25—all starting 10 p.m. from Madison Square Garden . . . Blatz Beer renews *Roller Derby* on ABC-TV for 26 weeks from March 30 . . . New cooperative *Jamboree*, square dance program, keyed from WGN-TV, Chicago, due to go on DuMont Network, Sun. 8-9; Jay's Potato Chips Co. to sponsor in Chicago.

March 1 sets-in-use, reported by stations since NBC Research "census" of Feb. 1 (Vol. 6:8): Cleveland 176,474, up 22,474 in month; Washington 109,360, up 8360; St. Louis 100,100, up 12,500; Kansas City 28,901, up 2000; Memphis 24,172, up 8272; Miami 20,000, up 3100; Omaha 17,720 as of March 3, up 3720; Greensboro 9557, up 757; Utica 9300, up 2100; Davenport 8325, up 725; Ames (Des Moines) 5611 as of March 8, up 4411; Norfolk 4192, up 2292. Note: Number of families for Charlotte should be 171,000, not 107,000 as listed in our Vol. 6:8.

"What will be the result of televising opera? Will it cut down opera performance?" Dr. Franklin Dunham, chief of radio, U. S. Office of Education, asks the questions, answers them himself: "No, it will only multiply its audience a hundred thousand fold. Will it kill efforts to give opera in other cities? No, it will only make the public more avid to see opera in the flesh, just as pictures have made travel more desirable and the great historic places of the world more interesting to millions."

England started TV some 10 years before we did, yet latest Postoffice count of TV receiver licenses shows 285,500 (end of January)—fewer than we have in either New York, Chicago, Philadelphia or Los Angeles. United Kingdom has some 12,000,000 licensed radios.

President's Communications Policy Board (Vol. 6:7) held first meeting at FCC Friday, devoted most of its time to problems of organization and staff, heard representatives of govt. agencies. Next meeting April 20.

Personal Notes: In its "Look Applauds" section Feb. 28, *Look Magazine* pays tribute to Crosley's James D. Shouse as "rising new figure in U. S. industry" and "at 46 a man to watch" . . . Roger S. Underhill, ex-WICU, Erie, joins WJIM & WJIM-TV, Lansing, Mich. (now testing) as sales mgr. . . . William R. McAndrew, NBC's mgr. of WRC and WNBW, Washington, elected president of Radio Correspondents Assn. . . . Thomas D. Connolly new mgr. of CBS-TV program sales . . . Scott Donahue Jr., ex-WPIX, joins New York TV staff of The Katz Agency . . . Daniel F. Greenhouse, film man, named director of TV sales of KTTV, Los Angeles, under Frank G. King, sales mgr. . . . Clyde Rembert, KRLD & KRLD-TV, Dallas, is second TV operator (out of 9) elected to CBS Affiliate Advisory Board—other being Richard Borel, WBNS & WBNS-TV, Columbus. . . S. L. Spraggin, wartime plant supt., elected v.p. of Hoffman Radio in charge of plant operations; John A. Rankin, ex-Belmont and RCA License Labs, elected Hoffman engineering v.p. . . . Donald G. Gaines, ex-Hytron, RCA & Zenith, appointed Sentinel chief electrical engineer under W. J. Schnell, engineering director.

Draw your own conclusions from this carbon sent us of letter to Senator Johnson, dated Feb. 28, over signature of Gene O'Fallon, KFEL, Denver: "Last month, in Chicago, Frank F. Moch, president of TV Installation & Service Assn, at a TV meeting stated 90% of today's TV sets are of poorer quality than last year. Thought you might be interested." Carbon was also sent to Dr. Allen DuMont. In statement sent to Chicago TV Council, Dr. DuMont left little doubt he feels many AM broadcasters are trying to delay TV by confusion, intimated they've influenced Sen. Johnson ("It almost seems that his opposition is to television itself."). Regarding color, said DuMont: "By virtue of its incompatibility, the Columbia system would cause absolute turmoil from a broadcasting, manufacturing, sales and reception standpoint. The RCA and CTI systems, by virtue of their compatibility, have promise for future development. They are not ready now in my opinion."

Motion picture theatre attendance problem got closer attention this week as result of (1) Audience Research (Gallup) report showing January attendance down to 64,600,000, or 4% off 67,100,000 for January 1949 (see also Vol. 6:5); (2) report 20th Century National houses played to 10,000,000 less patrons in 1949 than 1948; (c) Wometco Florida chain's report its downtown theatres' business dropped 27% in 1949 under 1948.

Canadian RMA reports 9000 TV sets turned out by 12 manufacturers during 1949, having retail value of $3,418,500. Target for first quarter of 1950 is 6000. Canada has relaxed ban on radio imports to permit 50% quota, but Canadian manufacturers believe most imports will be parts, not sets.

TV sets owned by families on relief have to be rereturned, Long Island Comr. of Public Welfare Wallace ordered this week. He told 4 families to return their sets, cut relief payments of woman who refused.

Four New York FM grants were made this week—to WINS, WHOM, WEVD and Brooklyn Dodgers——after long stymie due to revision of FM standards. Betting is that most won't build.

Spring schedule of CBS color medical demonstrations: March 26-29, St. Louis; April 17-21, Boston; May 1-3, Ft. Worth; June 26-30, San Francisco.

Largest feasible-size tube would be one giving picture 4x5-ft., Dr. Allen B. DuMont told reporters at IRE press conference this week.

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Trade Personals: Fred J. Neidig, ex-North American Philips, named commercial TV dept. mgr. of National-Simplex-Bludworth Inc., new maker of large-screen TVs (Vol. 6:6) and subsidiary of General Precision Laboratory Inc. . . . W. A. Blees, Crosley sales v.p., is subject of "worth knowing" sketch in March *Changing Times, The Kiplinger Magazine*, paying tribute to him as "a natural-born salesman" . . . Joshua Sieger, research chief, elected engineering v.p. of Freed Radio . . . Lloyd L. Spencer, ex-sales v.p. of Stromberg-Carlson, heads new Cleveland firm called Lindsay-Spencer Co., 7016 Euclid Ave., dealing in phone supplies . . . Lewis Winner, editor of *Television Engineering* (formerly *Communications Magazine*), heads new broadcast engineering-transmission group of IRE . . . Joseph C. Ferguson, onetime RCA, elected Capehart-Farnsworth asst. v.p. in charge of research and advanced development . . . Harry S. Gould, ex-Magnavox, new merchandising director of John Meck Industries . . . E. Jonny Graff, program director of WBKB, Chicago, becomes radio-TV director of Kaufman & Associates, Chicago agency, March 20.

Zenith reports sales for 9 months of its fiscal year ended Jan. 31, 1950 amounted to $65,196,527, of which nearly half ($32,506,411) were accounted for in third quarter (Nov., Dec., Jan.). Consolidated net profit for 9-mo. period was $3,138,938, reflecting deduction of $754,127 amortization incident to acquiring subsidiary (presumably Rauland). Net profit for third quarter was $2,072,412. Profits were highest in company's history, comparing respectively with $2,025,781 and $1,041,246 for comparable 9-mo. and third-quarter periods year ago. Sales likewise were highest in history, comparing with $56,951,492 and $23,620,900, respectively. Says March 9 statement by president McDonald: "Sales for February were slightly lower (than Jan.) due to the smaller number of working days. Despite capacity operation and notwithstanding an expected seasonal decline in demand, which so far has not materialized, the company is continuing to allocate its production of radio and TV receivers and is scheduling operations in all of its plants at full capacity for the next several months."

March Industrial Bulletin of New York State Dept. of Labor, 80 Centre St., New York, is devoted largely to "survey" of TV industry in New York—though nearly all attention in receiver manufacture section is paid to Emerson, in tubes to Sylvania's plant at Seneca Falls and Lectrovision's at New Rochelle (big Corning Glass production overlooked). There are sections also on TV labor, training, stations, networks. Conclusion: "As a member of the nation's industrial squad, television seems definitely assured of a place in the first string lineup. It has proved itself a multiple-threat performer from the first whistle."

RCA's Vidicon, tiny camera tube (6-in. long, 1-in. diameter), is currently intended for industrial use, said company's Drs. Zworykin, Rose, et al, at IRE convention. But fact tubes are being put into field camera for RCA color system had conventioneers expecting it to be available for broadcast units before long. Whole industrial camera is no larger than big cracker-box—one-tenth size of present cameras. Entire Vidicon chain sells for $6500, compared with $23,275 for present image orth chain.

Uhf is virtually here, fast-emerging from mystery stage. That's net effect of report on RCA-NBC Bridgeport TV satellite experiment (Vol. 6:5), by NBC's Ray Guy and Fred Smith at IRE convention. But definitive measurements to back up their feelings won't be in for while yet. Plans are to test at least through 1950.

Financial & Trade Notes: GE reports 1949 earnings of $125,639,051 ($4.36 per common share) were largest in its history, comparing with $123,835,000 ($4.29) in 1948; 1949 sales were $1,613,564,000 . . . Philco president William Balderston says first quarter 1950 sales will set record for period, will be highest since first 1948 quarter's more than $80,000,000; 1949 total was about $215,000,000 . . . Emerson reports profit for 13-week period ended Feb. 4 of $1,225,912 ($1.39 per common share) vs. $808,845 ($1.01) for comparable period ended Jan. 29, 1949 . . . Crosley reports February dollar volume greater than any 1949 month; TV 93% and radio 175% above same month last year . . . Avco notice of annual meeting in Wilmington April 13 discloses these salaries: Victor Emanuel, chairman, $128,316 plus $20,000 extra compensation; Raymond C. Cosgrove, executive v.p. (resigned), $100,299; James D. Shouse, chairman, Crosley Broadcasting Corp., $60,000 plus $20,000 extra . . . General Instrument directors took no action on common dividend usually paid in April; it declared 15¢ in 4 previous quarters.

Notes from IRE convention: Appearance of depth in TV pictures is possibility, using velocity TV reproduction system described by Georgia Tech scientists (M. A. Honnell, M. D. Prince) . . . Cheaper, easier method of carrying TV signals from city to city is seen in Army Signal Corps' "G-String" development (named after Dr. Georg Goubau, Ft. Monmouth); it employs single strand of wire instead of coaxial or bulky wave-guides, utilizing principle of surface-wave transmission . . . RCA showed smallest pocket radio, accomplished by using lid to form loudspeaker, making it one-third size, half weight of receivers now available; miniature tubes, lower power permit reduction in size.

DuMont's industrial color equipment (Vol. 6:9), 18-mc field-sequential system, got off to only fair start in IRE convention demonstrations. Consensus of engineer-observers was that resolution was good, brightness satisfactory (capable of 100 ft-lamberts), but colors weren't true. Also, Diesel engine supplying power was blamed for interference. CBS's Dr. Peter Goldmark was quoted saying he didn't "mind DuMont using CBS system . . . but I feel hurt that they didn't do a better job with it." DuMont plans to have 19-in. tube in 30-60 days (this was 12½-in.), reported 7 units to be sold at $19,985 each in 3 months.

Hope for improving reception of weak TV signals in fringe areas is seen in 2 developments revealed at IRE receiver meeting this week. RCA Laboratories told of getting greater amplification from tube using electron beam deflection in addition to normal grid control. Although tube won't be commercially available for 2 years, it may make possible TV sets with fewer tubes (hence less expensive), or sets with greater sensitivity. DuMont told of work done in developing receiver circuit with improved noise-reduction qualities. It's a "suicide" circuit that opens wide for sync pulse, immediately closes up to bar noise from getting into circuit.

Finally describing his color work, Rensselaer Polytechnic Institute's Dr. Victor A. Babits (Vol. 5:50) told IRE session it is a method of transmitting light through transparent crystal, changing light's colors by applying electronic or magnetic impulses to crystal. Up to now, Dr. Babits said, he and associates have had certain amount of success with crystal 2-in. square. Listeners were still generally skeptical.

RMA is paying former Democratic Rep. Joseph E. Casey (Mass.) $5000 retainer, and $1000 a month, to help industry fight TV excise tax, according to report filed by Casey when he registered with Congress as lobbyist.

Television Digest WITH AM-FM REPORTS

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Special Report
March 11, 1950

COLOR PROBLEM — AND THE FREEZE

Text of Address by Martin Codel, Publisher of *Television Digest*

Before National Television Conference, Chicago, March 7, 1950

THERE's a common misconception about color television, just as there is about the freeze. A surprising number of people, including many in the industry who ought to know better, think all the FCC needs to do is issue an order tomorrow—and, *presto*, not only color but a flock of new TV stations will spring into being overnight.

Actually, except for the 8 more stations that were authorized pre-freeze and are still under construction, it will take a good 18 months to 3 years to get any appreciable number of new stations on the air. For the rest of this year, I can assure you there won't be any more than those 8, making exactly 109 stations.

(And what a stir this mere scattering of TV stations—as compared with very nearly 2800 AM & FM stations—are creating in the national economy in general and among our radio, film and advertising folk in particular!)

Next year, assuming completion of the allocation hearings, which are yet to begin and which alone can bring about the end of the freeze, maybe there will be a few more TV outlets in new and non-competitive areas. But there won't be very many more, for the preferred channels are few and the applicants will be many, at least in the larger markets.

Color likewise will be slow to get under way, regardless how the FCC decides the current proceedings in Washington.

Why? First, for the reason that almost no one in the deficit-ridden telecasting industry, can really afford to broadcast *any* color system now on any substantial scale—though those who are plumping for color are making an awful lot of noise about it and confusing an awful lot of people about its immediacy.

Secondly, even if it were perfected and ready and acceptable, color would come slowly because new sets would have to be purchased, or gadgets attached to existing sets, in order to receive it—quite aside from the new apparatus and new techniques required at the transmitting end.

Consider the CBS system, for example. The people who make television—the telecasters and the manufacturers—are afraid of it. Why? Basically, because it's incompatible. The 5,000,000 sets now in the hands of the public would immediately go blind every time CBS color is transmitted. And at the present rate of production and sale, there should be 10,000,000 such sets in use by the end of this year.

Sure, you can attach a gadget to your set and extract an inferior black-and-white picture from a CBS color transmission. Or you might be able to attach or rig up a whirling disc and motor and get a small color picture. Or, if anybody will make them, you might buy a brand new set to receive color—a set that must inevitably cost more than today's mass-produced receivers.

The public, though, simply doesn't go for adapters or converters, as our past experience with shortwave and FM has proved. And the manufacturers have made it abundantly clear they don't want to make television sets with mechanical adapters.

Look at it this way, too: Assuming the CBS system were adopted and adapters and converters and new sets did come along. Would the telecasters be willing to sacrifice their monochrome audiences every time they put an incompatible color show on the air? We've sounded them out, in a recent survey of our own [See *Television Digest*, Vol. 6:7]. The answer was a virtually unanimous "No!" But could the FCC force them to broadcast CBS color? Conceivably—but I doubt very much whether it would, not while a *compatible* system is in the works.

Investments in colorcasting and commercial benefits from color will come only when there are enough color sets, in proportion to the whole, to make color programs worth the advertisers' while. Any way you look at it, that seems to be a long way off.

* * * *

THIS whole color business is premature, based on an exaggerated ideal in the minds of a very few people. It has resulted in a needless and wasteful prolongation of the freeze. Had the color-now issue not been raised, the even more vital and intricate problems of vhf and uhf channel allocations, and their concomitant problems of new receiver design and rearranged telecast structure, might be well on the way to solution by now. The FCC by now might be authorizing the new stations so badly needed and eagerly awaited.

We don't think anybody's color is ready, or even in early prospect—though it must be conceded that the pressures from Washington may be hastening it out of the laboratories. After watching all the demonstrations, and hearing or reading all the testimony, and scanning all the publicity (some of it really terrific), it is my conviction and that of my staff that to promise color television anytime soon might very well stymie the magnificent progress now being made in black-and-white TV.

Maybe, though, it's a sign of the inherent vigor of today's monochrome that all the ballyhoo, all the speech-making, all the publicity, hasn't really affected the TV receiver

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market as yet; in Washington, scene of the color demstrations, and source of all wisdom, more TV sets were sold in November-December-January than in the previous 9 months combined.

* * * *

COMPATABILITY is the key. The telecaster is the critical man. He can't afford to start again building a critical man. He can't afford to start again building a new audience from scratch. He's having tough enough going now, financially, to add to that burden. Colorcasts must be receivable on today's receivers—in *black-and-white* if the householder doesn't want or can't afford to buy an adapter, converter or new-type receiver.

That's the problem of compatibility in its simplest terms. The telecaster and his "circulation department," who are the manufacturers and sellers and servicemen, now represent something like a $2 billion annual factor in the national economy. They can't be expected to start all over again.

CBS's pictures are very pleasing, some subjects superb —and they represent a brilliant achievement. But they're incompatible, and their limitations are clearly visible and serious. Aside from requiring conversion of existing sets just to get its colorcasts in black-and-white, the CBS system represents a retrogression from today's excellent monochrome in these respects:

(1) They limit picture sizes and, when magnified with lenses, render wide-angle viewing impossible. TV's manifest destiny is larger pictures; witness the current upsurge of 16-in. and 19-in., which to my mind are merely steps on way to home-movie sizes. (Watch the 19-in. and the promised 22 and 24-in., and perhaps even 30-in. picture tubes this year!)

(2) Definition of the CBS picture, or ability to show detail, is far under today's standards for black-and-white —albeit many of the pictures, viewed subjectively, are quite satisfying.

As for RCA, Color Television Inc. and others claiming compatible systems, they're obviously unready. RCA's pictures are gradually improving, but they're still not as satisfying as CBS's. RCA's color in its present stage requires mechanism much too complex for commercial production yet, even if RCA were minded to produce it. RCA promises soon a single tri-color tube, which should make for a simpler and cheaper receiver—one the public will buy.

If we wait for RCA and the others, assuming they're on the right developmental track, they at least offer the promises and virtues of *compatibility, good definition* and *no limitation upon picture size.*

* * * *

YOU'LL hear a lot about "double standards" or "multiple standards" in coming weeks. (Curious how these expressions develop. The FCC hearings sometimes sound like divorce proceedings.) What is meant by such terms is a decision allowing either CBS or RCA color systems, possibly others, to be broadcast commercially at the option of the telecaster. Both kinds of sets could be sold, though I suspect neither would be—in any numbers, at least, and for quite a while to come.

This would be a peculiar compromise on standards, of a sort the FCC has never in its history authorized. But maybe that's the way to do it. On the other hand, it might throw the public into such confusion that it would refuse to buy anything—black-and-white or color. You're welcome to speculate about it. Your guess is as good as, perhaps better than the FCC's or Senator Johnson's.

* * * *

BUT, then, what's so urgent about color that it must be hastened, even if it requires separate tracks and separate standards of its own? Who's demanding it? Who would pay for it, if it requires special reception apparatus capable of only limited picture size? Would you go to the movies to see Technicolor on reduced screens? Should the movies have waited for Technicolor, which even now is said to represent only about 10% of all production?

Here's another pertinent question: Suppose one system of color gets going and, after a few years, some bright engineer comes up with a new development much more attractive. Should we then scrap our color system and start from scratch again? A few more such false starts and you might very well drive even the hardiest pioneers out of the business in disillusionment.

Is it more important to hasten costly color than to build basic audience with the now available, mass-produced, reasonably-priced receivers that are constantly being improved—and *that are constantly giving us bigger screens!*

Actually, only a handful of people are really "sold" on the immediacy of color—and I sometimes wonder whether most of them really are. The record, and preponderant industry opinion, all argue for a natural and gradual evolution toward color—compatible color—and not its adoption in a hurry or in an indeterminate state on mere fiat from Washington.

Let's get on with the allocation, which is really a tough problem and not at all a synthetic one. Let's resolve the problems that properly brought on the freeze a year and a half ago—the problems of co-channel and adjacent channel interference and hence station service ranges. Let's have more stations in more communities—and hence more competition, better programs, wider networks and a chance at making the business pay.

* * * *

BY way of reassurance, I must say that there are no villains in this piece—neither FCC nor Comr. Jones nor Senator Johnson nor CBS nor RCA. Each may have his own honest beliefs and own particular motivation, and you and a lot of other people may be confused. But I'm convinced the basic problem is in good hands, and must inevitably resolve itself naturally and rightly in spite of political and promotional pressures.

The FCC majority, the Joint Technical Advisory Committee (JTAC), the Condon Committee—yes, the telecasters and manufacturers—are men of stature and common sense. There's no "plot" to stifle color, and I can only guess that there's only one entity in the whole radio field which might begrudge CBS and its brilliant Dr. Peter Goldmark their rightful rewards if *they* can come up with a practical system that can be fitted less painfully into the television structure.

Do you suppose the 110-odd television manufacturers, in their competitive zeal, would overlook any such alluring new merchandising wrinkle as color if they really believed it was ready now—and *compatible?*

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lowered time costs, the spot buyer is able to spend more money on dramatic commercials than we can. He really gets greater impact on our audiences than we do. But if we go into spots, who's going to pay for the entertainment?"

Unexcited about advent of coaxial, due in October, F. Van Konynenberg, WTCN-TV, Minneapolis, pointed out consequent necessary reduction in number of spots. His answer will be increases in spot rates. Incidentally, he warned stations against too heavy dependence on sports, advising them to build programs completely under own control. But little WTTV, Bloomington, Ind., would really be up the creek, currently, without basketball, implied station's sales mgr. Robert Lemon.

* * * *

Chicagoans' fierce pride in their TV activities, their network originations, their tricks with modest budgets, was evident throughout sessions. Chairman George Harvey, WGN-TV sales chief, was pleased by intense interest in affair, said it offered sort of foregathering of sponsor-agency-station-network people that neither NAB nor TBA provides yet. Registration was about 275, attendance at sessions erratic -- ranging from 25 to 250.

THE CASE FOR FILM vs. LIVE TV: Clearest pitch for films in TV programming we've ever heard came from Russ Johnston, v.p. Jerry Fairbanks Films, ex-NBC film chief, during this week's Chicago Television Conference. It's story of radio's "electrical transcriptions," now firmly entrenched, all over again -- but a game played with bluer chips. Johnston cited these advantages:

(1) Elimination of cable costs. He estimated AM line charges now about $4,000,000 yearly for 150-station network. For same-size TV hookup, 8 hours daily, he figured cost $25-30,000,000.

(2) Mass production advantages, allowing re-use of film. He pointed out that Fairbanks had bought 52 Grant-Realm (Lucky Strike) films used on network when only some 1,000,000 sets were in use; now there are more than 5,000,000 TV families.

(3) Flexibility. Choice of markets without network limitations.

(4) Talent availability. Shooting can be scheduled when desired. Name stars, getting older, fear "merciless" TV camera but trust films that permit retakes.

(5) Film costs coming down. "Multicam" technique (featured in March 6 Time Magazine) "permits us to shoot half-hour show in half hour, if necessary." Method is that of using several cameras simultaneously, getting angles, long shots, etc. all at once. So impressed were International Silver Co.'s Silver Theatre producers, they've switched from live to film. And Johnston said many big agencies are seriously interested. Biggest problem is Petrillo, who allows music on kines but not on film shot direct -- on principle that kines are one-shot, films available for re-use.

Listing improvements needed in film telecasts, Johnston was particularly griped about poor techniques at transmission end. Iconoscope tube is inadequate, he said, recommending research comparable to that done on image orthicon for live pick-ups. Projectors are generally poor, he added, are apparently afterthoughts. Sound is bad -- but he didn't blame stations, ventured film makers would probably have to go to magnetic sound-tracks to take advantage of TV's FM sound.

Flying-spot scanner shows promise, in Johnson's opinion, and he's ready to shoot film at TV's 30-frame rate (instead of movies' 24) when warranted.

COLOR SIMMERS DURING HEARING HIATUS: Recess of color hearing until March 15, when Dr. Peter Goldmark is due to resume for CBS, doesn't mean color is out of the news (see p. 1) -- though it's true nothing hot has developed. Here's summary of current activity on all fronts:

(1) CTI regained much of its confidence after demonstrating again for FCC Friday. After showing to Comrs. Jones, Sterling, Walker and some 30 staffers, president Arthur Matthews said:

"We're now approximating what we can really do. Brightness, registration, resolution, fidelity -- all are good." One commissioner said he was "very pleased" with improvement, noted "color fidelity is surprisingly good" and that there was no fringing. But, he said: "They still have a problem on scanning methods." CTI still

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uses vertical shift, doesn't plan to try horizontal, claimed to be much better, because of scant facilities here. Press and public will see system again next week, at showings 11 a.m. daily.

(2) Evaluation of all systems, by Bell Labs' Axel Jensen during IRE symposium, showed CBS system capable of 55% of monochrome's resolution, CTI's 66 2/3%, RCA's somewhere between 66 2/3% and 100% -- latter impossible to pin down mathematically because of difficulty in weighing contribution of "mixed-highs." But, as moderator Donald Fink later pointed out, FCC's decision isn't likely to be based solely on resolution or even purely engineering factors; it will also weigh social, economic impact, etc.

Coaxial's present limitations shouldn't influence FCC's decision, asserted Jensen. He said that if wider bandpass is needed, AT&T will have it by time color is ready for it.

Controversy really excited engineers, who turned out 2000-strong to hear panel members Goldmark of CBS, Lippincott of CTI, Engstrom of RCA, Goldsmith of DuMont, Smith of Philco, Judd of Bureau of Standards. (Suggestion from floor that TV be started anew in uhf with room for broad-band color and monochrome got huge hand from audience, startled panel and visiting Comrs. Hennock, Sterling, Webster.)

(3) Senator Johnson doesn't want to wait, apparently, long enough even to hear from his own Condon Committee, let alone conclusion of FCC hearings. Here are excerpts from his statement sent to Chicago Television Council which had panel discussion Tuesday on "Color Now or Later":

"I hope the manufacturers, the producers of programs, and most important of all, the advertisers who use this great medium, will not allow themselves to be too greatly persuaded by the more pessimistic views of the timid...

"Color television is a commercial reality today...

"Programwise, it isn't going to cost a nickel more to produce color..."

[Foregoing quotes are salient excerpts -- but not separated from context, as Sen. Johnson so frequently charges newsmen with doing when they don't print his statements in full. We'll send you full text, if you wish it.]

Will advertisers buy color? Panel member Hugh Davis, executive v.p. of Foote, Cone & Belding, said: "The answer now is 'No.' I've got enough trouble getting them to pay for black-and-white. When color is here, some advertisers will want color, but I don't think they'll pay a great deal more for it."

[Our own address to group is reprinted herewith as Special Report.]

(4) FCC told Celomat Corp. (magnifier maker) to come on into color hearing, said it rated appearance because it offered cost figures on CBS color converter. Company had said it could build it to sell for $9.95 (Vol. 6:8). At same time, FCC turned down Wells-Gardner and Communications Measurements Labs (Vol. 6:8), saying they had nothing to offer on specific issues Commission raised. Packard-Bell also asked to get in, stating that big companies could weather drop in set sales due to hasty color decision whereas smaller outfits couldn't. It also asked for compatible system, freeze lifting. Chances are it will also get cold FCC shoulder.

(5) RCA has delivered 2 color receivers (10-in.) to FCC, which turned them over to Jones and Sterling, is sending more (though some commissioners feel they're getting crowded out of their homes by so many sets). Nothing new out of RCA on tri-color tube, though it bought option to sub-license Geer tube (Vol. 5:42,45) when Technicolor bought patents from Dr. Geer this week. Money involved wasn't released, though Technicolor said it will spend $500,000 on developmental program, including research at Stanford Research Institute and USC. It's understood Dr. Geer came out of arrangement nicely, is also retained as consultant. Said one in the know: "I used to feel sorry for him; I don't any more."

Though RCA says it isn't using Geer's principles in its tri-color tubes, to be shown later this month, it apparently saw features it wants to be protected on, will join Stanford research.

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Television Digest WITH AM-FM REPORTS
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Color Report
March 4, 1950

WHITHER COMPROMISE ON COLOR? You couldn't miss 3 factors that stuck out like the proverbial sore thumbs at this week's color hearing:

(1) More talk about "multiple standards", i.e., actual adoption of more than one color system (Vol. 6:6).

(2) No tackling of freeze, or even deciding color, until still more scientific data is obtained regarding the allocation of color stations.

(3) Tri-color tube, promised soon by RCA.

* * * *

Obviously grasping for some sort of compromise to keep everyone happy (or equally unhappy), Comrs. Coy, Hennock and Jones vigorously prodded witnesses for reactions to idea of multiple standards. Except for Jones, probably, Commission isn't sold on idea, hasn't even discussed it officially.

But tenor of this week's hearing showed attempt, at least, to give Senator Johnson a whirl on his "broad, general standards" demand.

To show commissioners' techniques, here's exactly how matter developed:

Chairman Coy asked RCA's Dr. Engstrom if he knew any way of licking CBS's incompatibility. When Engstrom said he didn't, Coy asked:

"Do you mind if I suggest one to you?"

FCC chairman then postulated that if manufacturers built Chapin-Roberts automatic switch (Vol. 5:46,48,49) into all sets from now on, all future sets could get black-and-white out of CBS's color system as well as from RCA's and CTI's. In short, CBS system would then be incompatible with only the 5,000,000 existing sets.

Engstrom agreed, but insisted performance of CBS system would still be inadequate. Further, he said, manufacturers would have to follow policy "rigorously" to make it effective.

"Well," said Coy, "I do not suppose that they would willingly turn their backs on something that was essential for the establishment of compatibility, do you?" Engstrom: "We're certainly in a field where I am not expert; I don't know."

Comrs. Hennock and Jones also vigorously pursued "multiple standards" theme. In answering Comr. Hennock, Engstrom ventured there would be duplication of what happened in England -- we'd end up with one system and part of public would be stuck with unusable sets.

You can shift existing sets from 525 to 405 lines, can't you? asked Comr. Jones. Engstrom said he didn't know, but saw no reason for thinking of shifting them. "Well, there is now," replied Jones. CBS's Adrian Murphy was also asked about idea -- but wouldn't commit himself. (CBS president Stanton has already said dual standards would be "rough" on telecasters and public.)

Comr. Sterling was non-committal when queried: "It's easy to speculate on anything FCC might do." Comr. Webster said: "We haven't even discussed the matter."

* * * *

Linked solidly to freeze, color interference data submitted so far hasn't satisfied FCC. It won't move until it has more, particularly from RCA, on color-to-color co-channel and adjacent-channel operation and more test data on how RCA color reacts to noise, ghosts, etc. All color proponents were asked to bring in measurements by March 15.

CBS measured only its own system (didn't have RCA or CTI receivers) and

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found, as expected (Vol. 6:8), that it behaves about same as monochrome for purposes of allocations.

CBS's Adrian Murphy berated RCA for not digging up all the dope FCC had requested. Comrs. Hennock and Webster sat up, asked him whether improvement of its color system shouldn't be RCA's first job, also whether FCC should ignore RCA and CTI because they hadn't made as many tests as CBS. Previously, Comr. Hennock had commended RCA, saying:

"I noticed marked improvement...and I think we all did, and I was completely surprised by the lifelike reproduction."

Impatience to get into freeze hearing is evident in Commission, Coy particularly. Color proponents were asked, repeatedly, whether they're ready to write standards on their systems. They said they are. And all proponents were asked to come in soon and tell how they would go about programming and networking color.

* * * *

If RCA flops on tri-color tube, it's in for mighty rough time, because FCC obviously expects great things. Questions indicated feeling that tube probably can enhance all color systems; some even wondered aloud whether it might make possible a multiple-standard receiver -- one that can accept all 3 color systems plus either 525 or 405-line black-and-white!

Some pointers about the tube, extracted from Engstrom: RCA plans to show 2 kinds, one-gun and 3-gun. Several others are in labs. It's 16-in., but at present gives equivalent of picture on 14-in. tube; it has no registry problems, high definition capabilities, no viewing-angle restrictions. He couldn't estimate costs.

As for present RCA color receivers, Dr. Engstrom revealed that sets at Laurel (Vol. 6:8), with 64 tubes, were simplified from early models. Tri-color tube will bring number down to 35-45. He thought sets might be marketed in 1 to 2 years.

* * * *

Frequent bursts of acrimony, long statements, dull routine gave hearing's 3 days much same atmosphere as last fall. FCC led off with own staff's estimates of resolution shown on each color system at Laurel demonstrations. Readings by Allen, Plummer, Mobley gave these averages for each, both color and monochrome: CBS, 165 lines horizontal, 320 vertical; CTI, 150 & 170; RCA, 235 & 320. Despite figures, CBS's Murphy insisted CBS system has more usable resolution.

JTAC chairman Donald Fink, on stand briefly, said group would shortly submit extensive monochrome adjacent-channel study (Vol. 6:7), stood ready for research or evaluation of color interference. RMA noted merely that it had nothing to add to President Cosgrove's previous testimony, said its NTSC would report directly to FCC.

Long argument over doctors' reactions to color, based on interviews conducted for CBS by Dunlap & Associates, New York, set off disagreement between Comrs. Sterling and Jones, via questions of witnesses. Sterling wanted to know why doctors weren't asked if they knew CBS receivers had mechanical discs. He said he was concerned about discs because he had seen TV develop from mechanical to all-electronic system. Jones, questioning CTI's Lippincott later, worked hard in attempt to get him to say projection lenses and dichroic mirrors are mechanical, too.

About CTI's difficulties, Lippincott said San Francisco showings had been much better; he hoped to track down troubles and give FCC another demonstration.

CBS's Dr. Goldmark, last on stand before recess until March 15, said he hopes RCA tube is as good as claimed but believes it will be years before its color and resolution are as good as those obtained with disc. He recounted Navy's work in recording CBS color off kinescope, and promised to run film through movie projector for FCC. Comr. Sterling wants to see it transmitted over air.

Remaining testimony may not take great deal of time when hearing resumes; DuMont, for example, doesn't plan to add testimony. But cross-examination promises to be extended -- and rugged.

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DuMont jumps into industrial color TV field with big splash Monday when it shows closed-circuit field-sequential system at New York IRE convention, offers it for sale to military, industry, schools, dept. stores, etc. Cost is "under $20,000" for complete chain; one has already been sold. System uses 18-mc video bandwidth, produces 500 lines of actual horizontal resolution (compared with 170-180 for CBS, 320-330 for RCA), currently employs mechanical disc. Tube is 12½-in., no lens; plans include up to 20-in. tube, achieved by putting tube into rotating "barrel" with color filters in sides. Cameras are similar in size to black-and-white field pickup gear, include turret lenses, etc. DuMont emphasizes that system isn't intended for broadcast use (takes too much bandwidth) and that color disc isn't inherent.

Network gross billings for 1949, according to Publishers Information Bureau figures analyzed by *Broadcasting*, were: ABC, $42,342,854; CBS, $63,403,583; MBS $18,040,596; NBC, $64,013,296. (RCA annual report for 1949 shows NBC accounted for $70,949,218 gross sales, Vol. 6:8). PIB also reported gross TV billings of networks as follows for 1949: ABC, $1,391,991; CBS, $3,446,893; DuMont, $955,526; NBC, $6,500,104—total $12,294,514. For January, PIB reports ABC billings at $3,537,795 ($239,069 TV); CBS $6,133,624 ($625,072 TV); MBS $1,678,888 (no TV); NBC $5,733,893 ($1,042,153 TV); DuMont $51,330 (all TV).

Designated as "TV members" of NAB board, reelected in recent mail balloting, are Eugene S. Thomas, WOIC, Washington, and Robert D. Swezey, WDSU-TV, New Orleans. Among 25 directors, 6 operate TV stations, other 4 being: William Fay, WHAM-TV, Rochester (newly elected); Clyde Rembert, KRLD-TV, Dallas; James D. Shouse, Crosley; William B. Ryan, KFI-TV, Los Angeles. New board takes over at April convention.

C. E. Hooper Inc. has sold its national network TV and national radio and Pacific network radio "Program Hooperatings" to competitor A. C. Nielsen Co. for reported $600,000. Nielsen will replace coincidental method used by Hooper in 36 cities with audimeter method. Hooper will continue to offer TV and radio ratings in individual cities, along with other services such as area coverage index, sales impact ratings, etc.

Excerpt from article on "Harry Truman—The Man" by Edward Lamb, owner of WTVN, Columbus, and WICU, Erie, as published in his *Erie Dispatch* Feb. 26, following his recent interview with the President: "A large DuMont television set is placed next to the President's desk. He is a real TV fan, and I suspect that he occasionally gets in a bit of afternoon watching or relaxation when appointments ease up. He told me that in the remodeled White House they would have a video set 'in practically every room.'"

Manufacturers are the villains holding back color, concludes 18-page report by Television Research Institute, 207 E. 43rd St., New York (John Eckstein, director). Surprisingly, CBS is distributing report, which is valiant attempt to get familiar with unfamiliar subject, contains most obvious errors, shows lots of researching but little reporting.

Matter of diathermy interference to TV came up during color hearing. In corridor banter, during recess, Bell Labs' veteran TV engineer Axel Jensen ventured solution to be called "Jensen's Law": "Every doctor using diathermy must have a wife using a television set." This law, he guessed, would be more fundamental than mere science.

Our newest *Directory of Attorneys Practicing Before the Federal Communications Commission* is sent to all full-service subscribers herewith as Supplement No. 11-C, replacing No. 11-B. List is compiled from FCC bar register, membership of FCC Bar Assn, etc. It is necessarily limited to those handling broadcasting and related cases frequently and regularly. Names, addresses, phone numbers have been checked with the principals. Extra copies are available to subscribers at $2 each; in quantities of 10 or more, $1 each.

Telecasting Notes: Baltimore's WMAR-TV claims it has surpassed all Baltimore AMs in evening Hooperatings (first such claim yet), citing 20.2% of total radio-TV audience 6-10:30 daily thru Dec.-Jan.; city's 3 TV stations shown to rate 46.1% of evening radio-TV audience . . . NBC flagship WBNT, New York, adds 2 daytime hours as of May 15, probably 10:30 a.m.-12:30 p.m., including *Kathi Norris* show . . . Pittsburgh still only big league baseball city not permitting TV next season again, though will radio . . . KPHO-TV, Phoenix, appoints Petry as national rep . . . Motorola returning to TV advertising soon, upping newspaper-magazine as well as radio budget 25%.

Network Accounts: Second 2½-hour *Saturday Night Revue* (Vol. 6:7-8) on NBC-TV 8-10:30, March 4, has United Fruit, Swift and RCA Victor as participants; NBC pushing hard to get more sponsors signed . . . Canada Dry expands ABC-TV lineup for *Super-Circus* to 21 stations, Sun. 5-5:30; International Shoe Co. and M&M Candy Co. taking alternate weeks of second half, 5:30-6 . . . Toni takes Wed. 9-9:30 alternate weeks on CBS-TV as of April 5, so *Abe Burrows Almanac*, sustainer, will occupy other alternate periods . . . Crosley drops *This Is Show Business* on CBS-TV as of March 26; it continues sustaining.

Station Accounts: Philadelphia's WCAU-TV premiered *The Robin Chandler Show* March 1, with John Wanamaker Store sponsoring New York fashion editor discussing decorating, sewing, cooking, infant care, marital problems, health, budgets, etc.; Wed. 12:30-1 p.m. show is also piped to WOIC, Washington, sponsored there by Woodward & Lothrop dept. store. Participating spots have been sold to Literary Guild, GE and Morgan-Jones Inc. (rugs, towels, spreads, etc.), and plan is to put it on CBS-TV later . . . Larus & Bros. (Edgeworth tobacco) reported readying April TV spot campaign, thru Warwick & Legler . . . Bunte Bros. (candy) sponsoring *Cactus Jim* on WNBQ, Chicago, 5-5:30, with westerns . . . Packard-Bell Co. (TVs & radios) sponsoring 12 U. S.-Mexico polo matches on KNBH, Los Angeles . . . Among TV spot accounts currently reported on or contemplating use of TV are Cat's Paw Rubber Co., thru S. A. Levyne Co.; Velvet Peanut Products Inc. (peanut butter), thru Simon-Michelson; O-Cel-O Inc. (cellulose cleaning aids), thru Comstock, Duffes & Co., Buffalo; Celanese Corp. of America, thru Ellington & Co.; Skippy Peanut Butter, thru Bascom & Bonfigli, San Francisco; Wander Co. (Ovaltine), thru Grant Adv.; S. J. Wegman Co. (Slendaline girdles), thru Gordon & Rudwick; Carrier Corp., thru N. W. Ayer; Buckeye Potato Chip Co., thru Byer & Bowman, Columbus; Dulane Inc. (Fryryte appliances), thru Ruthrauff & Ryan; General Panel Corp. of California (home builder), thru R. T. O'Connell Co., New York, and Lockwood-Shackelford Co., Los Angeles.

"Get Started in Television Now," urges leading TV rep firm, The Katz Agency, in brochure *Here's Television* just issued—giving capsule data on markets, sets in use, impact, case histories. Copies available on request from New York office, 500 Fifth Ave.

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Television Digest WITH AM-FM REPORTS

Vol 6 #2

Color Report
February 25, 1950

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COLORS COMPARED—NOTHING FINAL YET: Status of color hearing hasn't changed great deal this week -- despite CTI's initial demonstration for FCC Monday, then CBS-CTI-RCA comparative tests Thursday. Also, despite flat claims by CBS and RCA that each was winner. During week:

(1) FCC saw RCA's greatly improved color stability for first time.

(2) CBS continued to show good color pictures.

(3) CTI, if it does have something, showed it still has long way to go.

Tri-color direct-view tube is still what everyone's waiting for. RCA has promised to show it in few weeks. Then all 3 color proponents will claim that tube eliminates many, if not all, drawbacks of their systems. Chances are tube will put systems on fairly equal basis on most secondary issues.

Compatibility and definition will then stand out clearly as the decisive issues. CBS's hopes would seem to lie in quick decision in its favor, before weight of monochrome set production gets much heavier. RCA will undoubtedly stress its compatibility and definition more than ever, point to improvements, assert it will make more. CTI can be expected to welcome tube with even greater ardor than others.

Question: Will FCC ask CBS and CTI to try out tube before final decision?

* * * *

Comparative demonstration at FCC's Laurel Labs was a rat-race -- crowded, noisy, confusing. Mob packed around 21 receivers, drifted from set to set comparing pictures. It was poor opportunity for calm, deliberate, detailed comparison. But these are impressions:

Battle was between CBS and RCA in this test, CTI falling far behind because of poor showing. There's little question RCA is coming up fast, with stability attained (Vol. 6:3), colors continuing to improve (purplish tinge no longer at bottom of images). But CBS probably still has edge in color fidelity. Color breakup test (rotating white paddle on black background) was hard on CBS, of course; CBS is likely to maintain that most programs can avoid bad breakup.

Rugged interference tests disrupted RCA's system more than CBS's. RCA also came off second-best in tests using weak signal (100 uv/m); RCA can be expected to assert those conditions are rare, probably say improvements are on way. RCA has higher definition and, of course, complete compatibility.

CTI was the disappointment. After Monday's demonstration for FCC at Statler, some observers thought it had features worth pursuing, despite fact its projection pictures had very poor registration and definition (100 lines or less, many estimated). Pictures were also very dim, 3-5 ft-lamberts on color and less than 1 ft-lambert on black-and-white, according to CBS-RCA measurements. But colors weren't bad. Better showing was made at press demonstration Monday than at both FCC tests.

After Thursday's CTI showing, some authorities insisted system is still good, though many pictures were so dim as to be scarcely visible. Several of its sets were inoperative, 2 burning out transformers during the test. Nevertheless, CTI president Arthur Matthews said: "We're not at all discouraged. We'll ask FCC to give us another showing."

CBS showed sets with automatic color synchronization and phasing to demonstrate increased flexibility in camera and network switching, as well as adaptability of black-and-white sets.

RCA pointed out that its sets were smaller, less complex (one-third fewer tubes), than its first receivers. It also showed 15x20-in. projection set; colors were as good as those on direct-view, but it lacked adequate brightness -- the usual fault with projections.

There was big turnout of VIPs. Senators Johnson and McFarland were on hand, former congratulating RCA's David Sarnoff on "great improvement." Sen. Tobey saw

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CTI show Monday. We asked him his opinion of color situation. He smiled: "I'd like to see all 3 companies thrown together, stock divided equally, and best parts of all systems used."

Executives of Admiral, Emerson and GE were on hand, in addition to those of hearing participants Philco, DuMont, RCA, CBS. JTAC and Condon Committee were well represented. The manufacturers -- all but DuMont being RCA licensees -- freely expressed themselves as greatly impressed by improvements in RCA system since poor showings of October (Vol. 5:42). Unanimously, they still plump for compatibility.

* * * *

Show goes back into hearing room in Commerce Bldg. Monday (Feb. 27) with resumption of direct testimony. Through March, these are days of hearing: Feb. 27, 28; March 1, 15, 16, 17, 22, 23, 24, 29, 30, 31. Hiatus during March 6 week is for IRE convention. It's understood RMA doesn't plan to put president Ray Cosgrove back on stand until cross-examination; feeling is that all he'd be able to do is to reaffirm previous statements.

FCC got out order about patent applications Friday. Commission hasn't received all information it wants, some people apparently misunderstanding Sept. 1 order (Vol. 5:36). This week's order is designed to get it all, clear way for introduction of pertinent details into record if Commission desires.

This week, Commission got rash of last-minute petitioners wanting in on color hearing. It brushed some aside, is expected to treat rest same way. Emerson, the largest, was told that since it didn't have "substantial scientific data" regarding color FCC wasn't interested.

Emerson had explained that it has built some 250,000 TV sets; that it wanted to present testimony of executive v.p. Dorman Israel with regard to "lessons taught by monochrome experience", that it thought FCC shouldn't grant "even limited-time experimental licenses simultaneously for all color proponents."

Theodore Wetzel (Vol. 6:2,7) was turned down because his mechanical system hadn't "progressed beyond the theoretical stage." Still to be acted on are petitions of Wells-Gardner, Communications Measurements Laboratory and Celomat Corp. (magnifier maker). First stated it's familiar with public demand, is prepared to estimate probable public reaction to each color system, would like to tell about effect of freeze on small business. Second has ideas about 8-mc color system (apparently related to RCA's) for uhf only, recommends authorization of best available compatible system in vhf. Celomat said it could make CBS color converter for $9.95.

CBS released results of 9423 color questionnaires filled out during Washington demonstrations. Percentages still hold close to first findings (Vol. 6:2): (1) 84% rated color "much more" enjoyable than monochrome, 13% "somewhat more," 1% "about the same." (2) 41% considered overall quality "excellent," 42% "very good," 14% "good," 2% "only fair." (3) 4% thought pictures "much too bright," 41% "a little too bright," 53% "just about right," 1% "a little too dim." (4) 44% called detail "excellent," 40% "very good," 13% "good," 2% "only fair." (5) 29% termed trueness-to-life of colors "excellent," 42% "very good," 21% "good," 6% "only fair." (6) 34% saw defects, 62% didn't.

Color's impact on set sales in Washington is still negligible, despite continued demonstrations, intense publicity. A barely perceptible increase, during month, in "we're waiting for color" attitude was noted in February survey for NBC by American Research Bureau, which repeated study made in January (Vol. 6:3). Asked for reasons for not buying, 4.8% of people mentioned color, compared with 3% in January. Other reasons: financial 45%, not interested 19%, want better reception 7%, want better programs 7.5%, "personal reasons" 5.7%, have no time 3.3%, eyestrain 3%, watch at neighbors 1.9%. Buying soon, said 2.8%. Survey covered 846 families. Poll of dealers brought consensus that interest in color has tapered off. Many noted that if anything made people wary, it was advent of new sets, lower prices, black and rectangular tubes. At height of color activity, November-December-January, 31,500 sets were sold, compared with 33,500 during entire 9 months previous.

CBS has measured co-channel and adjacent-channel interference ratios for its own system and monochrome only, using 293 observers, will introduce findings in hearing. CBS hasn't revealed results, but rumor persists it's found figures about same as for black-and-white—as did RCA (Vol. 6:1,3). These figures are a major key to opening freeze hearing. Commission is dead set against going ahead with proposed vhf-uhf allocation unless it's fairly sure color stations needn't be spaced differently from black-and-white. In short, it fears future color freeze.

Reproduction of CBS and RCA color pictures in Feb. 27 *Life Magazine* isn't very accurate representation of either. Brief story accompanying pictures and diagrams is necessarily superficial. Of CBS, it says: "No CBS color telecasts can be received on the public's existing sets, but with relatively minor additions the sets will receive either color or black-and-white." Of RCA, it says: "RCA color telecasts can be received in black-and-white on existing sets. Bulky converters would be required for color reception." Of FCC's role: "Whatever decision is made, most observers feel FCC should end its freeze so existing TV facilities can be expanded."

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[illegible] radio wasn't taxed until it was 12 years old and a going business -- [illegible] Markham.

[illegible] you have idea, albeit sketchy, of tenor of testimony -- guided by ex-[illegible] Casey, onetime member of same committee. Not all witnesses had their [illegible] merely put brief statements into record, but those who did got attentive [illegible] committee hopes to finish hearings in early March, have whole tax bill by [illegible]. Anything can happen in view of Administration's desperate need for funds [illegible] proposed excise cuts. Meanwhile, industry is contacting Congressmen, and [illegible] and Philadelphia combined local retailers even placed newspaper ads [illegible] by RMA to urge against tax. Philco v.p. J. M. Skinner circularized dealers [illegible] to "express your ideas forcibly to your Senators and Congressmen as [illegible] possible."

YOU CAN'T KEEP THE HAMS DOWN: Amateurs have been pretty much out in cold in trans-[illegible] TV up to now, largely because of great equipment costs. But they always [illegible] way. Take 33-year-old J. R. Popkin-Clurman, 46 Lee St., Roosevelt, Long [illegible], N.Y. True, he's no run-of-mill amateur, since he has degrees from MIT and [illegible], works as a senior engineer for Hazeltine. But for $75, plus TV receiver, [illegible] a picture on air. Here's how:

He picks up ordinary signal from any TV station, strips picture information [illegible] it, inserts pictures himself, sends them out over 12-watt 435-mc transmitter [illegible] corner reflector antenna. He says he reaches about 5 miles, gets qual-[illegible] equivalent to standard TV. Secret lies in "swiping" sync pulses from station, [illegible] uses $10-15,000 worth of equipment to get them. Using fairly simple camera [illegible], he has transmitted only stills so far. To put out live shows, he'd probably [illegible] to lay out up to $1500 for sensitive tube.

You hear occasionally of other such experimenters. FCC amateur division has [illegible] informally of efforts of about half dozen. But Clurman's work is first on [illegible] we've received direct information.

Count of TV Sets-in-Use by Cities

As of February 1, 1950

[illegible] totaled 4,374,000 as of Feb. 1, according [illegible] NBC Research's monthly "census" report estimating [illegible] receivers within 40-mi. service areas (.5Mv). NBC [illegible] publishes family figures, but those here listed [illegible] best available estimates of 1948 families within 40-mi. [illegible] of city; note, however, that there are some over-[illegible], so that family figures are sometimes higher than [illegible] served. February report includes Norfolk and [illegible], due to have own stations by April. Total [illegible] 434,000 increase over Jan. 1 count (Vol. 6:3).

Interconnected Cities

Area	No. Stations	No. Families	No. Sets
[illegible]	3	732,000*	133,000
[illegible]	2	1,175,000*	277,000
[illegible]	1	323,000	68,200
[illegible]	4	1,438,000	388,000
[illegible]	3	384,000	80,700
[illegible]	3	695,000	154,000
[illegible]	3	225,000	41,400
[illegible]	2	291,000	35,800
[illegible]	3	839,000	170,000
[illegible]	1	112,000	15,500
[illegible]	1	182,000	16,700
[illegible]	—(a)	143,000	5,200
[illegible]	1	85,000	30,400
[illegible]	1	327,000	80,800
[illegible]	1	557,000	68,300
[illegible]	7	3,597,000	1,060,000
[illegible]	—(b)	196,000	1,900
[illegible]	3	1,184,000	370,000
[illegible]	1	742,000*	71,000
[illegible]	1	1,011,000*	32,000
[illegible]	1	130,000	22,300
[illegible]	1	208,000	25,600
[illegible]	1	258,000	57,500
[illegible]	1	474,000	87,600
[illegible]	2(c)	199,000	28,500
[illegible]	1	241,000	35,000
[illegible]	1	127,000	7,200
[illegible]	4	691,000*	101,000
[illegible]	1	183,000	26,600
Total Interconnected	54		3,491,200

Non-Interconnected Cities

Albuquerque	1	22,000	2,200
Atlanta	2	233,000	25,800
Ames (Des Moines)	1(d)	126,000	1,200
Binghamton	1	131,000	9,000
Birmingham	2	196,000	10,800
Bloomington	1	104,000	4,000
Charlotte	1	107,000	11,100
Davenport	1	133,000	7,600
Fort Worth-	1	269,000*	17,100
Dallas	2	277,000*	21,400
Greensboro	1	165,000	8,800
Houston	1	217,000	15,000
Huntington	1	132,000	5,000
Indianapolis	1	281,000	22,000
Jacksonville	1	94,000	7,800
Johnstown	1	250,000*	13,600
Kansas City	1	275,000	26,900
Los Angeles	7	1,372,000	376,000
Louisville	1	188,000	23,100
Memphis	1	177,000	15,900
Miami	1	117,000	16,900
Minneapolis-St. Paul	2	333,000	68,800
New Orleans	1	225,000	16,300
Oklahoma City	1	138,000	18,400
Omaha	2	132,000	14,000
Phoenix	1	49,000	4,300
Salt Lake City	2	93,000	10,500
San Antonio	2(e)	130,000	8,200
San Diego	1	113,000	23,000
San Francisco	3	825,000	38,500
Seattle	1	307,000	21,800
Tulsa	1	125,000	15,800
Others	—		2,000
Total Non-Interconnected	47		882,800
Total Interconnected and Non-Interconnected	101		4,374,000

* Family figures are based on estimates of 1948 population. Note that Boston-Providence, Dallas-Fort Worth, Baltimore-Washington, Pittsburgh-Johnstown coverages (hence total families) overlap. (a) WKZO-TV due to start tests latter March or early April. (b) WTAR-TV due to start scheduled operation April 2. (c) WSYR-TV began scheduled operation Feb. 15. (d) WOI-TV began scheduled operation Feb. 21. (e) KEYL began scheduled operation Feb. 15.

When census takers start rounds in April, they will ask every fifth home whether dwelling has a TV set. Other questions involve refrigeration equipment, heating and cooking fuel, electric lighting, etc.

Television Digest WITH AM-FM REPORTS

Color Survey
February 18, 1950

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WHAT THE TELECASTERS THINK OF COLOR: Missing voice in color TV hubbub is that of the station operator, ironically unrepresented by any collective spokesman in current FCC proceedings.

To find out what he thinks -- for he's fully as important a factor as the manufacturer -- we sought opinions of all telecasters in a 5-question survey undertaken 2 weeks ago. We addressed questionaires to top executives representing the 98 then operating stations, some representing multiple ownerships. The replies thus far (37) indicate a keen awareness of the problem and a remarkable unanimity.

Herewith the questions and consensus of replies:

(1) How important do you consider color? Many shades of opinion, but 21 leaned to "quite important," 16 "not particularly important." Generally, they expect color to enhance advertising appeal. Those who aren't greatly enthused, though, point to small percentage of movies in color, presumably because extra costs are usually greater than extra boxoffice appeal.

(2) Do you believe any color system is ready now? They're almost of one accord: 33 said "no," 3 said "yes," 1 "don't know." The 3 saying yes were Richard Redmond, speaking for CBS; the manager of another major CBS-TV & AM affiliate, who requested anonymity; and Thad Holt of Birmingham's WAFM-TV (CBS-affiliated WAPI), who said CBS is ready but added "perhaps RCA's by time [color] could get started."

(3) What do you think the majority of telecasters would do if FCC should authorize, within a few months, a compatible system, such as RCA's or CTI's? Majority said they'd proceed with caution, wait for bugs to be shaken out, wait to see how receivers sold, wait for those with special interests (like manufacturers) to prove it out, wait until competition forced their hands. "Wait" was the word oft used. But some said they'd begin planning for it; indeed, Herbert Mayer of Cleveland's WXEL reported he had placed an order with RCA last September to be filled when and if standards for its color system are set.

(4) What do you think telecasters would do if any incompatible system, such as CBS's, were adopted? This one brought them to their feet. Sample quotes:

"Only dire results accruing to the TV industry and to the millions of TV set owners." -- Edward Lamb, WICU, Erie.

"Doubt seriously if we would undertake it. Very much afraid we would have another FM on our hands." -- Edgar B. Stern Jr., WSDU-TV, New Orleans.

"I cannot believe that any station, excluding CBS owned and operated, would adopt an incompatible color system." -- Charles Thieriot, KRON-TV, San Francisco.

"We cannot conceive of telecasters being in any way able to afford the capital investment required for an incompatible system, knowing full well that the future color TV system must be compatible in order to make all of the present black-and-white sets useable. Furthermore, the terrific expense of operating 2 systems entirely incompatible just isn't in the cards." -- Walter Damm, WTMJ-TV, Milwaukee.

"Secret of color's success will be assurance that present sets (many not paid for) will not be obsolete...FCC owes a debt to the telecasters themselves in that this has been a losing business thus far; color TV should work on present transmitters with the use of converters that would not be costly to the telecasters." -- Don Fedderson, KLAC-TV, Los Angeles.

"I take very dim view of any incompatible system...The immediate realization of color isn't that important. I doubt very much if we, or the majority of all tele-

casters, would purchase and install a color system which is not compatible." -- Mitchell Wolfson, WTVJ, Miami.

More vehement answers came from those requesting their names be withheld:

"Public indignation among current set owners would be terrific...a serviceman's nightmare."

"Telecasters would go crazy...it could help wreck the entire industry."

"I think an incompatible system will eliminate TV, either color or black-and-white."

"Too many of us would have to throw in the towel -- since we are not financially able to start over again from scratch."

"Irreparable harm to the TV industry."

Some apparently would just swallow hard and hope for best. Only a few don't seem to have wondered very much about it. For example: "I don't know what would happen...I presume that this would be a rather difficult situation."

One offers this thoughtful answer: "The only people who could use it would be applicants for new stations with new frequencies. This would probably apply only to the uhf band where there would be no sets anyway to receive in black-and-white."

From the 3 who feel CBS's system is ready now:

"We believe many...would broadcast network color feeds, would promptly modify some of their camera equipment in such a way that it could be used for either color or standard black-and-white programming, and would commence broadcasting local color programs." -- Richard Redmond, CBS.

"We'd go ahead just as soon as we would on any other type of color system." -- Thad Holt, WAFM-TV, Birmingham. To Question 3, he had answered: "Believe telecasters would take color in their stride, just as they have done with other developments. As in black-and-white, we would go ahead on color in about 3 to 5 years."

The anonymous third didn't answer the question. But to Question 3, he had replied: "Telecasters would convert to a compatible color system."

(5) Should color be established in vhf, uhf or even higher in the spectrum? Most replies made clear present telecasters want to be able to transmit color when it does come, on same channels as black-and-white -- be they vhf, uhf or what have you. And they don't want to operate 2 transmitters. Only one insists color needs more than 6 mc, said it should be put in uhf where wider bands can be created.

Nicely summing up feelings threading through many replies was this reaction: "For goodness sake, let's settle it...We are coming along in TV but, from the telecaster standpoint, many stations have yet to come up with a clear dollar, and color at this time seems to be principally beneficial to the aspirin people."

You're welcome to come up and read the full responses of those who stated they don't mind being quoted, and texts of responses of those who asked that their names not be used. Here's list of respondents to date: KGO-TV, KLAC-TV, KMTV, KOTV, KRON-TV, KSD-TV, WAFM-TV, WAGA-TV, WAVE-TV, WBAL-TV, WBAP-TV, WBEN-TV, WBTV, WCAU-TV, WDSU-TV, WFIL-TV, WGN-TV, WHAM-TV, WICU, WJAC-TV, WKTV, WMAL-TV, WOAI-TV, WOC-TV, WOIC, WOR-TV, WOW-TV, WRGB, WSAZ-TV, WSPD-TV, WTMJ-TV, WTTG, WTTV, WTVJ, WXEL -- plus representatives of ABC, CBS, DuMont, NBC.

* * * *

Telecasters' and applicants' attitudes on freeze were indicated in survey released by TBA last week. Interesting, sometimes revealing, responses came from 33 operators and CP holders, 57 applicants. They were asked:

Has freeze hurt you? Of operators, 12 said yes, 18 no; applicants, 18 yes, 31 no. Do you favor vhf-uhf in same city? Operators, 6 yes, 26 no; applicants, 10 yes, 43 no. Do you favor using all uhf for 6-mc TV now? Operators, 7 yes, 19 no; applicants, 15 yes, 35 no. Do you favor separating color issue from allocations now by stipulating 6 mc color? Operators, 30 yes, 2 no; applicants, 41 yes, 12 no.

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ABC and NBC have allowable maximum of 5; DuMont, Crosley, Storer 3 each; Scripps-Howard, Cox, Edward Lamb, Mason-Dixon, Bamberger, N.Y. News-Chicago Tribune 2 each.

Among the 9 remaining CPs for new stations, all have AM affiliations, 4 are also held by newspapers, one each by a municipality and an insurance company.

So it would appear TV ownership is well diffused, monopoly neither existent nor in prospect -- except as freeze has created temporary monopolies for those AM or newspaper or other enterprisers who ventured where others feared to tread.

Note: For detailed data (including rates) on all TV stations, and for complete list of all CPs and applications, see TV Directory No. 10.

MID-IOWA OUTLET STARTS NEXT WEEK: You can add Iowa State University's WOI-TV, Ames, to your log of operating stations, effective next Tuesday, Feb. 21. Though it will operate as non-commercial educational station, in that it will carry no local commercials, state's second outlet (first was Davenport's WOC-TV) will carry network commercials via kine-recordings and is being bracketed on network rate cards at $200 base rate. Located in middle of state, operating on Channel 4, it gives primary coverage to Des Moines, only 29 mi. away, as well as many other sizeable communities (Vol. 5:49). Two weeks of tests have also brought responses from 165 Iowa communities, indicating coverage up to 70-75 miles. It will program 6:30-9:30 Mondays thru Fridays, with test patterns 3:30-5:30 and 6-6:30. It becomes 101st station in regular operation, leaving only 8 CPs outstanding (see TV Addenda 10-F). Next definite starter seems to be Norfolk's WTAR-TV, due to begin Channel 4 tests about March 1 and regular programs (interconnected) on April 2. As buildup for their station, Norfolk Virginian-Pilot and Ledger-Dispatch are sponsoring big local TV Show March 13-16, will carry special editions March 12 & 13.

Note: FCC has denied Raytheon petition for reconsideration of decision denying CP extension for WRTB, Waltham (Vol. 5:52; 6:2). This means one less pre-freeze CP on books, one more vhf channel released for Boston area applicants, post-freeze.

SNIPING TIME ON THE COLOR AGENDA: Now, the first Color Television Inc. demonstration (Monday, Feb. 23, via WMAL-TV). Then, on Thursday, Feb. 23, the 3-way comparative showings by CBS, CTI & RCA. Thereafter, as though these were mere warmups, resumption of direct testimony on color claims before full FCC, starting Feb. 27. With inevitable sniping, particularly during cross examination, color phase of TV freeze is likely to occupy Commission all through March or longer.

That's situation at this writing, with CBS and RCA expected particularly to poke holes in one another's systems during comparative demonstrations and hearings. There's also possibility of flareup within FCC, some members making no secret of their disagreement with Comr. Jones.

CTI's president Arthur Matthews, inventor George Sleeper and retinue of assistants came to town early this week, held press conference Tuesday at which they stated they will demonstrate with projection receivers (converted RCA models), have 7 in city. Refuting critics who say CTI system can't show high definition and adequate brightness without "crawling" (jittering or flowing), Sleeper said flatly that system produces about 300 lines (has been as high as 400) in both color and monochrome, has about 20 foot lamberts of brightness (quite good for projection sets) -- and simply does not crawl. They sent color to New York and back on coaxial Friday, reported: "Good results; we expected no trouble."

CBS and RCA have both insisted on test patterns and charts designed to show up deficiencies in each other's color fidelity and balance, definition, registration, color breakup, flicker and like. Each system will be transmitted from own studios, using exact copies of test materials.

* * * *

CBS meanwhile was continuing downtown public color showings through next Tuesday, Feb. 21, but turnouts were smaller and objections from local trade have all but stopped. On Thursday, more than 30 members of top-hole Advertising Council, in Washington for White House conference, were CBS president Stanton's guests at demon-

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stration. These men, who control huge ad budgets, were obviously greatly impressed -- but technical details were omitted in brief session.

Overheard were remarks about excellence of CBS color, enormous potential for advertising. Not overlooked, though, was fact that viewing angle is restricted (by magnifiers). Tom Hargraves, Eastman Kodak president, said color fidelity was excellent. Sam Gale, General Foods, observed "this would be wonderful for us in the food line." NBC's Niles Trammell, Council member, obviously was bursting to speak out about "incompatibility" and such, but of course didn't. ABC's Mark Woods, asked about attitude of advertisers toward color TV, remarked: "They're not particularly excited about it, but they'll take anything at the right price."

CBS showed converter to ad tycoons; as they emerged we heard this colloquy: "What are we going to do with the 15,000,000 sets that will be out in a few years, when color comes in?" Reply: "Guess we'll have to give them to the children."

* * * *

Senator Johnson kicked industry in slats again in long speech on Senate floor Thursday, started out by climbing all over New York Timesman Jack Gould for reprinting only excerpts of his 1500-word reply to Gould's Jan. 26 column on freeze-color (Vol. 6:5-6). "Mr. Gould," he said, "I presume does not like anyone to infer that his column is being prostituted by private interests."

Then he launched into all-out attack on industry (naming particularly RCA's Jolliffe, Philco's Smith, Dr. DuMont) for asking freeze be lifted. He reiterated charge industry wants merely to open up a few more vhf markets, doesn't care about nation-wide allocation including uhf. He singled out Dr. DuMont for special treatment, he having openly requested Congressional aid in lifting freeze (Vol. 6:6). Ironically, DuMont is probably industry's most enthusiastic uhf booster, and RCA-NBC Bridgeport experiments are most definitive and promising yet on uhf (Vol. 6:5).

"Relying on threats and intimidation" the Senator concluded, "the industry will continue to pressure the Commission. One plan is to have a Congressional investigation, as if a Congressional committee could deal with technical problems... If there is to be an investigation of TV by Congress, let's have one which goes into monopoly controls and patent holding devices and restrictions...Our committee may decide that the time has come to thoroughly explore what is going on, but when it does, it will be an investigation to determine who is calling the shots, and why."

Senator Johnson received interesting letter from Gene O'Fallon (KFEL, Denver) this week, constituent reputed to carry considerable weight with him. Excerpt: "I'm convinced that your position on this matter is sound, and will prevent the manufacturing interests from doing to TV what they have done to FM. It appears to me that the only sound policy on TV is to see the color issue through to a complete understanding and then standardize on a compatible system."

RMA's pitch will be much more emphatic when FCC hearing resumes, its board decided in Chicago this week. It will lay greater stress on compatibility, need for more color development, lifting of vhf freeze, allocation of uhf.

ANYTHING GOES IN MAGIC NAME OF TV: Hark to these gems from what purports to be a TV "industry study" distributed by a New York market tip service. We call attention to these typical excerpts simply because they show what dross can be peddled as expert advice in the intriguing realm of TV -- to say nothing of influence on investors:

"Since December 1946, TV stations have increased by 1100%, TV advertisers over 6000% and teleset production has been stepped up over 30,000%." Recalls that horrendous "300% increase" in arrests for drunkenness in hometown one year -- up from 1 to 3 drunks!

"The FCC will not release color TV until it is absolutely perfected and the process is still 3 years away." FCC, et al, will be glad to know!

"Despite its slowness in getting into the TV field, Zenith now stands third in sales volume." RCA, Admiral, Philco, Motorola, Emerson and GE take notice.

And then this honey: "Talk" of govt. subsidy of TV programs to extend networks to less populated regions. Whose talk?

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transcript

DuMont extended its suggested vhf-uhf allocation plan (Vol. 5:35) from original 326 markets to more than 1400, submitted it to FCC this week as Vol. VI of its hearing exhibits. DuMont aims, as before, to eliminate too-close spacing of stations; minimize intermingling of vhf-uhf stations in same community; give most major markets at least 4 channels; eliminate potential local oscillator and image interference. To achieve goals, DuMont would use all of 475-890 mc band (69 channels, compared with FCC's proposed 42). Biggest hurdle of plan is that it proposes shifting 31 operating vhf stations and CPs to different channels, 25 of them to uhf. We reprinted original 326-market plan as Supp. No. 68.

Effect of sports telecasting on attendance is getting intensive study from Jerry Jordan, son of N. W. Ayer executive v.p. C. L. Jordan, who surveyed TV's impact on family habits when he was a Princeton student (Vol. 5:21). In survey of football in Philadelphia area, he noted (cautioning that results aren't final) that: (1) Colleges in TV areas didn't fare quite as well as those in non-TV areas. However, there were many in TV areas that showed increase. (2) Small colleges weren't hurt by telecasts of big college games. He found that 54% of people owning sets more than 2 years attended one or more football games—better percentage than among non-owners—whereas only 24% of 1-3 months owners attended games. National study will be concluded in April.

Los Angeles wrestling promoters turned thumbs down on TV this week, blaming drop in attendance to telecasts by 6 stations. Ban is for 30 days, during which gates will be studied. Los Angeles stations immediately turned eyes to Crosley's experiment with studio wrestling, promoted and staged in studios of WLWD, Dayton, fed to WLWT, Cincinnati, and WLWC, Columbus, with invited audience of 200. Crosley matches began Feb. 4, sponsored for 13 weeks by Graybar (for Raytheon TV sets). KTTV, only station not previously carrying wrestling, immediately asked CBS for kines of weekly St. Nicholas Arena bouts in New York City; KTSL for DuMont kines of Sunnyside Garden (N.Y.) bouts.

Ban on telecasts of basketball by U of Washington, via Seattle's KING-TV, stimulated survey by *Post-Intelligencer* with these results: 99% of 1700 respondents, mostly set owners, wanted ban rescinded; 54% were willing to pay small fee if necessary; 96.7% said telecasts wouldn't diminish their attendance at games. University officials decided to permit TV whenever games were sell-outs; expectation is that many will be.

That color system proposed to FCC by radio amateur Theodore Wetzel, of Milwaukee (Vol. 6:2), turns out to be mechanical. In description filed this week, he reveals that key to system is filter in front of tube, made up of narrow, vertical, colored strips. Motor pushes it back and forth 300 times per minute. Wetzel doesn't say whether he has tried it out. One big question is whether system will flicker, since no change in black-and-white frame rate is proposed.

More Feb. 1 sets-in-use since NBC Research's "census" of Jan. 1 (Vol. 6:3): Los Angeles 396,060, up 46,384 in month; Boston 276,980, up 28,617; Baltimore 133,248, up 9481; Kansas City 26,900 up 1800; Omaha (Feb. 10) 14,509, up 2109; Johnstown 13,600, up 2100; Davenport 7572, up 1272.

Concern about color and uhf among potential set-buyers is mighty slim, according to RCA's 3-day survey of 4089 visitors to its Exhibition Hall in Rockefeller Center. Only .1% of people asked what effect color and uhf would have on sets.

Curious, how relatively few TV sets are adv[illegible] on the national TV networks—though local manuf[illegible] distributor sponsorships, we're informed, are the [illegible] rather than exception on individual telecasting [illegible] Table of network TV sponsorships we published [illegible] week (Vol. 6:6) shows Admiral's *Lights Out*, [illegible] *Television Playhouse*, RCA Victor's *Kukla, Fran & O*[illegible] only ones currently on NBC-TV; Crosley's *This is R*[illegible] *way*, GE's *Fred Waring Show*, Westinghouse's *Studio* [illegible] on CBS-TV; Admiral's *Stop the Music* on ABC-TV; [illegible] Mont's *Morey Amsterdam Show* on DuMont. Mo[illegible] and Emerson have sponsored network TV shows in [illegible] presumably will return. Among the top dozen or [illegible] TV makers, only Zenith, Meck, Tele-tone, Hallicra[illegible] haven't yet been identified with network telecasting.

Station Accounts: Chevrolet Dealers of So[illegible] California buy Mon. 7-11 p.m. on KECA-TV, Los An[illegible] for *Triple Feature Theatre*, thru Campbell-Ewald, [illegible] it's biggest block of TV time yet purchased by one [illegible] sor for 52-week series, first time one sponsor has b[illegible] out any station's entire night, first time one sponsor [illegible] fers full evening of theatre-type programming, incl[illegible] "first-time-on-TV" feature films . . . Sitroux Inc. (t[illegible] Feb. 24 starts *Hazel Scott Show* on WABD, New Y[illegible] Fri. 7:45-8 . . . NBC-TV cooperative *Leave It to the G*[illegible] Sun. 7-7:30, sponsored by Regent Cigarettes on W[illegible] New York . . . Courtesy Motors, big Chicago H[illegible] dealer, starts variety show on WENR-TV March 3, [illegible] James Moran, company president, himself acting as [illegible] GE Supply Co. to sponsor Mardi Gras parades on WD[illegible] TV, New Orleans, Feb. 21 . . . Alden's, big Chicago [illegible] order house, March 4 starts variety show on WENR-[illegible] Wed. 8-8:30 . . . Wolff & Marx dept. store, San Ant[illegible] sponsoring *Fashion in Your Living Room*, style show, [illegible] WOAI-TV, Mon. 8:30-9 . . . WAVE-TV sells 38 [illegible] games of Louisville Colonels to Falls City Brewing [illegible] . . . Among sponsors reported using or planning TV [illegible] hi-V Corp., new frozen foods firm backed by Arthur C[illegible] frey, thru Franklin Bruck Adv.; O'Cedar Corp. (spo[illegible] mop), thru Young & Rubicam; Mastic Acres Inc. (L[illegible] Island realty development), thru Flint Associates; O[illegible] line Co. (eye drops, pads, etc.), thru Ted H. Factor Age[illegible] Schulte Stores, thru Lynn Baker Inc.; Domestic Sew[illegible] Machine Co., Cleveland subsidiary of White Sew[illegible] Machine Co., thru Fuller & Smith & Ross.

To clamp down on networks, Rep. Sheppard (D-Ca[illegible] introduced HR 7310 this week, saying he wants to: lice[illegible] networks same as stations; absolve network affiliates fr[illegible] responsibility for network violations of FCC rules; p[illegible] tect affiliates from network coercion; protect spon[illegible] and agencies from network discrimination or intimid[illegible] tion; permit sponsors to get their programs broadcast [illegible] addition to regular network outlets.

Names of 50,000 TV kit assemblers, who bou[illegible] "knocked-down" sets from Transvision, largest of [illegible] kit-makers, were offered to FCC by the company to as[illegible] in arriving at color decision. Transvision suggest[illegible] home experimenters be invited to work on receivers f[illegible] various color systems and that FCC weigh their exp[illegible] ences before making decision.

Black-and-white adjacent-channel study by JTAC [illegible] almost in hand, will go to FCC within 2 weeks. W[illegible] exhaustive research, covering models representing 2,50[illegible] 000 receivers, JTAC is finding that co-channel ratios s[illegible] far outweigh adjacent-channel considerations in any [illegible] location. It's unlikely JTAC will conclude FCC's [illegible] ratio is far off.

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THE MONOPOLIES NOBODY WANTS: Tenor and tempo of this week's annual meeting of the Television Broadcasters Assn, some 250 registered, might best be described as state of "suspended animation." Uncertainties derive mainly from FCC freeze, retarding as it does the normal growth of TV structure and slowing down commercial pace of existing stations and networks.

Local monopolies, yes -- and some getting somewhat profitable. But they're monopolies nobody wants, not even pioneer stations in one-station markets. Everyone's agreed that to thrive TV needs more outlets, more interconnections, more competition, more service to more people justifying higher rates and better programs.

There you have sense of TBA's one-day session Wednesday in New York's Waldorf-Astoria. But there were some happy notes. For example, the report by Edward Lamb that his WICU, Erie, and WTVN, Columbus, have been in black since they opened. Without divulging which, he said one has income of $30,000 per month, expenses of $17,500. Latter is broken down into: wages, $4500; depreciation, $4000; films, lines, promotion, maintenance, taxes, etc., $9000. Depreciation rate is 20% a year. Each is "one-camera-only" station, has 17 employes, goes in heavily for local shows.

Fort Industry's George Storer, in corridor conversation afterward, also revealed his WJBK-TV, Detroit, and WSPD-TV, Toledo, were in the black, but barely so. Storer made point, echoed by other telecasters publicly and privately, that expense of expanding schedules in order to gain additional income was too great to make it worthwhile yet; biggest cost item is labor. Still a loser is his WAGA-TV, Atlanta.

Basic gripe of interconnected stations is same one as in radio's early days -- they need network service but get only about 30% of card rates. Kine recordings aren't as bad as painted, said Jack Boyle, WAVE-TV, Louisville, but even when interconnection next fall brings network programs and forces present 97 spots per week to dwindle to 43, he admitted "We'll just have to relax and enjoy it." Admen's chief gripe against TV rate cards wasn't so much about rates (admittedly high and going up as set sales go up) but against "hidden charges" that sponsors and agencies sometimes don't learn about until show has gone on air.

POLITICAL PRESSURES TO LIFT FREEZE: Dr. Allen DuMont's trip to Capitol Hill this week and his speech attacking Sen. Johnson and Comr. Jones as TV's "greatest problem" got tremendous play in press. But New Jersey Congressional delegation, impressed though members were with outspoken Dr. DuMont's fears about curtailed employment developing from freeze, are moving cautiously, for present at least.

First action of members was to go to their respective Interstate & Foreign Commerce committees and FCC, ask for details. On House side, they're asking Sadowski subcommittee to put matter on agenda of scheduled hearing (Vol. 6:4) as soon as possible. Most seem afraid of complex technical problem.

More industry people will be going to Congress, but all-out campaign on political fronts isn't expected -- at least, not unless FCC, at close of current color hearing, decides to hold off freeze hearing while it waits for more color development and tests.

Dr. DuMont's speech in New York Monday pointed finger directly at Sen. Johnson and Comr. Jones: "There are two men in Washington whose refusal to face reality has mired TV in a rainbow-hued swamp that can soon have our industry crawling on its

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knees." He reasserted that color isn't ready, but that industry "will reap tremendous benefits from a really good system of color."

"Freeze could be lifted almost immediately," he said, calling on everyone to write his Congressman.

Sen. Johnson replied to New York Timesman Jack Gould's implication that he dominates FCC and that he's had heavy hand in retaining freeze (Vol. 6:5) in long letter this week. He disclaimed starting freeze or insisting color be decided first. Monopoly is what he wants to avoid, he stated.

What Sen. Johnson wants to see, he declared, is uhf allocated as well as the freeze lifted. He said he's motivated by concern lest "(a) color would come only when certain powerful patent-holding corporations were good and ready for it to come; (b) the chain of circumstances [would force FCC] to okay only one system of color, and (c) television would fall largely, if not wholly, into monopoly control."

But, with a big brotherly attitude, he added: "Perhaps you are right; perhaps the way is now open for the opening of the ultra highs, or at least, for a switch in the order of the current hearings so that testimony can be heard and agreement reached on the standards for [uhf]."

TV's IMPACT ON RADIO—PER HOOPER: TV isn't "eating" its mother Radio, pollster C. E. Hooper told this week's TV Institute. Here's how he reasoned it: Number of evening sponsored network radio programs is off 37% compared with 4 years ago. But total sets-in-use among radio homes in metropolitan areas remains constant. Thus, same number of sets-in-use are focused on fewer commercial shows. Therefore, radio sponsors are still getting their money's worth.

"The narrowed selection available to the listener has all but offset TV's strides," said Hooper. He also noted that TV's rates are and can continue to be 4 to 6 times radio's, proportionately -- because TV offers twice the percentage of sets-in-use, and twice as many viewers per set.

Hooper disclosed another significant facet of TV -- results of year's study of New York City audience. It showed that in January-February 1949 radio had 80%, TV less than 20% of total radio-TV evening audience. But by November-December 1949 radio had declined to less than 60%, TV had climbed to more than 40%. Study covered Sun. thru Sat., 6-11 p.m., is start of new Hooperatings comparing share of broadcast audiences as between radio and TV, station by station, which he hopes by June to report for 15 TV cities, by October for 40 cities.

ECONOMICS OF TV PER FAUGHT REPORT: Theory that TV needs "boxoffice" to pay its way, obviously priming for Phonevision, has lively exponent in consultant Millard C. (Tex) Faught, whose recent report on the economics of TV (Vol. 5:51) was basis for talk before Televiser Magazine's TV Institute in New York Monday. His thesis is that TV needs "paid attendance" to get back some of $1,740,352,500 he calculates it will cost to operate and program 1000 stations plus 200 satellites, divided into 4 networks, 70 hours per week for year. This, besides $735,000,000 capital investment.

Witty, forceful, highly articulate, Faught was FMA's public relations counsel, says he no longer represents FM's Maj. Armstrong, denies he's spokesman for or employed by Zenith's Comdr. E. F. McDonald, prime mover for Phonevision.

Whatever his objective, Faught is provoking lots of argument, not only over his statistics but over his basic thesis. Any way you look at it, report spells out case for pay-as-you-look TV, whether Phonevision or coin-in-the-slot. Oft challenged from the floor, it was evident Faught had few supporters at meeting. Most noteworthy were doubts expressed that TV need be as expensive and grandiose as suggested.

We recommend you read Faught report, draw your own conclusions. It's 100 pages long, purchasable from his office (242 Madison Ave., New York) at $5 per copy.

* * * *

Our own misgivings about Phonevision, we might note, stem from (a) fact most TV stations are gradually but surely moving into the black (Vol. 5:50); (b) unconfirmed and unconfirmable (in fact, oft denied) statements about "eagerness" of film people and willingness of phone company to go into it; (c) doubt whether people will pay even for top-hole pictures via one station if something half-way good is offered

AN OPEN LETTER TO THE FCC: For some 2 years, now, you have been functioning without a chief engineer. Since George Sterling was elevated to a commissionership Jan. 2, 1948, your Bureau of Engineering has limped along, and you have had to preoccupy yourselves all too frequently with nagging technical details that dribble away valuable time. There are some of us who even think the TV freeze, color and uhf issues might be less confused and nearer solution if you had a chief engineer of stature.

The job now pays $10,500, and there seems to be no good reason for further delay. Surely, this country, world leader in the electronic arts, isn't so deficient in talent that no competent man can be found. Surely, not money alone but the same rewards that keep you in govt. service can get you an honest-to-goodness chief engineer. If politics scares some away, you could readily promise to do everything in your power to insulate your technical chief from the politicians and give him authority commensurate with his responsibility.

For your own sake, and for the sake of all the services you regulate, we urge you to pick someone soon -- someone who can provide the technical competence and advice so badly needed.

Telecasting Notes: DuMont network affiliates organized liaison committee at New York meetings Feb. 6-7, named WCPO-TV's Mortimer Watters chairman, WFIL-TV's Kenneth Stowman vice chairman . . . WOR-TV, New York, this week moved TV master control from New Amsterdam Roof Theatre to its new TV Center, 20 W. 67th St., housing two 43x68-ft. studios . . . GE has order from Zenith for transmitter for Channel 2 tests of Phonevision . . . ABC-TV launched big promotion campaign this week, using full-page newspaper ads, will have page in March 28 *Look Magazine* headed "Tops in Television", playing up shift of antenna from Hotel Pierre to Empire State Bldg. . . . Chicago's Studebaker Theatre, 418 S. Michigan Ave., leased by NBC-TV as TV studio; seating 1300, it's Midwest's biggest TV theatre.

Suggestion that TV charge admission to its shows as revenue source was theme of editorial in Jan. 16 *Advertising Age*, pointing to success of WLS's *Chicago Barn Dance* theatre programs. In Jan. 30 issue, NBC's "integration" v.p. William S. Hedges replies that small amount of money collected wouldn't be worth collection cost and that audiences build good will for network, sponsors, entertainers. Hedges adds: "Financial outlook for stations and networks is not as bleak as your editorial indicates . . . Given enough markets, enough intercity connections and enough viewers, [networks] will not be long in putting TV on a sound financial basis."

Radio-TV law course, scheduled for 6 Tuesday evenings beginning Feb. 28 by non-profit Practising Law Institute, 57 William St., New York, has legal galaxy lined up to cover subjects tailored for lawyers concerned with stations, advertising, talent, copyright, etc. Chairman is David Solinger; participants include NBC's Gustav Margraf and Robert Myers, ABC's Joseph McDonald, CBS's Howard Hausman, NAB's Don Petty, ASCAP's Herman Finkelstein, movie negotiator Edward Colton, William Morris Agency's Nathan Lefkowitz, J. Walter Thompson's Edward Wilson, FCC's Harry Plotkin. Others on tap: Bruce Bromley, Walter Barry, Louis Nizer, A. Walter Socolow, Milton Kramer, David Miller, Howard Reinheimer, Richard Salant, T. Newman Lawler.

One-town freeze-lifting will be urged in petition to FCC shortly by applicant who will assert that city is unique in that number of applicants equals number of available channels and no one has proposed to add or take any way. Applicant is likely to get unsympathetic reception if FCC still thinks way it did in denying TBA's request for partial thaw (Vol. 5:25, 27).

"Advances" to film producers by TV operators and advertisers, permitting them to embark on TV film production, was suggested by Ralph Cohn, TV manager, Screen Gems Inc., Columbia Pictures subsidiary, in talk before TBA conference. He recalled early movie days when producers got prepayments from exhibitors. He foresaw little likelihood of TV getting feature films from major Hollywood producers, observing: "Large corporations, operating moderately well in their own established field, rarely pioneer a new industry." He thought competition from smaller and new film producers could mark beginning of new industry—films for TV.

Smaller, independent theatre owners, as exemplified by Allied States Assn of Motion Picture Exhibitors, are taking slightly different attitude toward TV than last year when they more or less shrugged it off (Vol. 5:24). Allied board saw Zenith film explaining Phonevision at Washington meeting Friday, really got excited about "threat of TV." Board voted to participate in theatre-TV hearings, reaffirmed objections to use of film features on TV, elected TV chairman Trueman Rembusch president. He's owner of WCSI(FM), Columbus, Ind., as well as theatres.

First casualty in Petrillo's ban on TV films with music is Edward Paul, musical director of Jerry Fairbanks Productions. He was charged with taking orchestra to Mexico City for filming 26 Fairbanks *Paradise Island* TV films, was suspended from AFM membership for 6 months, fined $1000. Union also took franchise away from booking agency (name undetermined) which arranged date. Musicians were also fined, but union said it was not collecting levy until Paul case was finished. Paul has until March 1 to pay fine.

Sign of the times: Front-page box in Jan. 29 *Washington Star*, headed "Do You Need Television Repairs?" goes on to state, "For the more than 90,000 television set owners in the Washington area, *The Star* is now publishing every day a new classified listing entitled 'Television Repairs' ".

Pan-American picked up TV during recent New York-Bermuda flight, received 11 stations altogether, got 3 New York signals 236 miles out. Ship flew at 17,000 ft.; receiver was standard 1949 Admiral 10-in. table set (Model 20X11), tied into plane's regular radio antenna.

Paid program listings in its TV-radio schedules are now accepted by *Philadelphia Inquirer*, quoting rates of $2 per agate line daily, $3 Sunday, minimum of 3 lines up to 14 lines. Newspaper owns WFIL & WFIL-TV.

at same time via another; (d) questions of governmental policy, still unresolved, respecting use of limited broadcasting facilities for "paid subscription" services.

Note: Zenith this week got FCC go-ahead to test Phonevision among 300 paying subscribers ($1 per picture) in Chicago -- and it's now up to that company to tell what feature films it has signed up. Though FCC's reversal of previous decision ordering hearing (Vol. 5:50,53; Vol. 6:4,5) opened flood of publicity about pay-as-you-look, nothing has yet been divulged about actual films available, except for rumors of British features (Hamlet is one). What also is pertinent, in Zenith's quest for promised "A" features, is that even if a major Hollywood producer wanted to release his new films to Phonevision, contracts with Petrillo forbid!

It's noteworthy that Zenith stock, probably due to Phonevision grant, gained considerably; closed Friday at 45½, new high; it was 32⅝ at end of 1949.

Commission order covers 90 days from Feb. 8, was voted by Comrs. Coy, Sterling, Jones, Hennock (latter 2 reversing previous vote), with Webster dissenting, Hyde not voting. Noteworthy particularly is injunction upon experimenter that he avoid any action that might create public impression that "Phonevision has been or will be authorized on a regular basis...or that said authorization constitutes approval by the Commission of the principle [of] subscription TV."

What FCC must eventually decide, if tests prove out, is lucidly spelled out in Comr. Webster's vigorous dissenting opinion, which should be read closely by those concerned with implications of "subscription TV." In fact, we urge you to read whole document: order, dissent, separate concurring opinions of Jones and Hennock are all contained in Public Notice 50-191 (Docket 9517) obtainable from FCC.

COLOR QUARREL BUILDING TO SHOWDOWN: "Double standards" or "multiple standards" are words you're likely to hear more and more as arguments over color TV warm to fever heat in ensuing weeks. It's doubtful whether anything will come of idea of letting all color claimants market their systems to the public -- and let the buyer beware. Nor is that likely to speed up anyone's color offerings, not even CBS's. But that seems to be idea now of Senator Johnson and Comr. Jones, at least.

Jones took occasion to echo Johnson's "broad general standards" theory (Vol. 5:46, 6:2) -- i.e., to allow all color systems to compete for public's dollar -- in concurring with majority in Phonevision decision this week (see p. 2). He also revealed another facet of what's motivating him (Vol. 6:4), an apparent abhorrence of pooled patent controls. He all but indicted RCA in asserting:

"The Commission should be very liberal to allow experimental commercialization of new techniques and improvements...in order to give the new inventor an opportunity to market his product and to introduce it to the public...

"To the extent that there is a tendency toward, if not actual monopoly in the licensing of patents for TV transmission and receiving equipment, it is very important from the Commission's standpoint that new developments in the art be encouraged. While patent holders are entitled to a monopoly in the development and manufacture of the equipment covered by their patents, it does not follow that the Commission has to join in that monopoly."

Little support for Johnson-Jones philosophy on color standards has been evidenced by rest of FCC, let alone industry. Decision allowing unlimited sale of receivers for various color systems, incompatible with one another, would break regulatory precedent, is almost certain to mean nobody will venture forth.

Reporters asked RCA's Dr. Elmer Engstrom, during press demonstration in Washington Wednesday, what he thought about idea of "double standards." "Only as a last resort," he said. "We're certainly not afraid of it, if that's what you mean."

The really key men in whole color controversy, the telecasters, are yet to be heard from. Soon, we'll begin reporting their responses to our questionaire asking their frank opinions. They're interesting.

* * * *

RCA's demonstration was obvious counter-move against current CBS campaign, which includes public showings in Washington resuming Feb. 13-21. It got quite favorable press reaction. Pictures were as good as, or better than, those we saw

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few weeks back (Vol. 6:3). There was no color fringing, seen before. But bottom of pictures still have purplish tinge; RCA engineers, happy over accomplishing locked phasing, say they'll have tinge eliminated soon.

Prospects of tri-color tube still excite most interest, as they should. Dr. Engstrom reported "very satisfactory progress," said he's seen pictures on it (but didn't say how good), promised it will be demonstrated within 45 days. Such tube, at a stroke, would drastically reduce bulk, number of components and complexity of receivers -- plus bringing image out of that very unsatisfactory "dichroic tunnel." It's a "must" for RCA; at same time could be a huge assist to CBS and CTI.

Alluding to CBS system, Dr. Engstrom asserted: "Color is no substitute for definition, not when you can have both."

CTI's gear is en route from San Francisco, will be demonstrated Feb. 20 at Statler Hotel rather than at FCC labs as first scheduled. Comparative demonstration is still set for FCC Laurel (Md.) labs Feb. 23. It's unlikely that FCC lab chief Ed Chapin will be on hand for several weeks; he has rather serious throat ailment.

FCC issued order of appearances for resumption of hearing Feb. 27. It's same as for beginning of hearing (Vol. 5:38), with addition of AT&T and Western Union. List is merely pro forma, however; all who appeared in first phase are entitled to appear, but several (like Dr. Geer) aren't expected.

* * * *

Radio columnist John Crosby, who like New York Times' Jack Gould (Vol. 6:5) can't be labeled as spokesman for anybody, got hepped up about freeze and color's part in keeping it on. In 2 syndicated columns this week, he asserted that compatible color "makes sense," that freeze is retarding TV's growth on almost all fronts, that "CBS mechanical system is susceptible to only so much improvement and no more, whereas electronic color's potentialities are infinite."

Crosby was a little rougher on both systems than most, making them appear worse than they really are -- but there's no gainsaying he set many folks' minds at rest with respect to obsolescence.

Biggest lever to start freeze hearing rolling, regardless of color decision or stalemate, is satisfactory color interference data. "Satisfactory" means same as black-and-white, and everything points to "no difference." RCA is only outfit submitting findings so far. But we hear CBS's studies point same direction. FCC engineers are going to Princeton Feb. 13 to look over RCA setup.

NO. 99 & 100 TAKE TO AIR NEXT WEEK: Syracuse's new WSYR-TV (Vol. 6:5) was experiencing trouble from ice on towers and high winds at week's end, but it looked like test juice would be turned on by Saturday and scheduled operation would get under way Wednesday, Feb. 15, as planned. Newhouse newspapers which own station, both Herald-Journal and Standard-Times, will put out special editions March 5; meanwhile, director Col. Harry C. Wilder is strenuously seeking to persuade brand manufacturers to channel more TV sets into Syracuse area, which he and local dealers assert will absorb many more than have been allocated.

Put down San Antonio's KEYL (Vol. 6:3,5) as No. 99 station to go on air, for it definitely starts regular programming at 10 a.m. Feb. 15, running through to 10:15 p.m. That makes Syracuse's WSYR-TV, starting evening of same day, No. 100. And upcoming WOI-TV, Ames, Iowa (Vol. 5:49) opens up Des Moines area Feb. 20. [For details, and for listing of remaining CPs, see TV Addenda 10-E herewith.]

First new application in many months was filed this week by Charles A. Lenz, Auto Phone Service, St. Petersburg, Fla. But it did not designate channel or other requisite data, so was returned by FCC. City already has one applicant (WTSP), and CP holder last year pulled out (Vol. 5:42); Tampa has 3 applicants.

Phoenix's KPHO-TV is changing ownership once again -- Texas oilmen Pickens, Coffield & Wheelock, who originally got grant, deciding not to buy 75% of stock in new corporation (Vol. 5:26). They still control new KEYL, San Antonio, however, still have applications in for New Orleans, Corpus Christi. New stockholders would include John Mills, Westward Ho Hotel, 21%; Tucson Daily Citizen, 19%; John Mullins, Tulsa, 13%; Rex Schepp, manager, 11%; and other local businessmen.

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tradereport

Financial & Trade Notes: Television Fund Inc. reports it passed $4,000,000 as of Jan. 31, 45% up from $2,781,000 on Oct. 30, 1949; realized and unrealized appreciation at Jan. 31 was $620,000. Net asset value went from $9.33 to $11.03 per share in the 3 mo. and after Jan. 23 dividend of 12¢. Now has 3000 shareholders . . . **Abraham Blumenkrantz** new chairman of General Instrument Corp. which he founded in 1923, retiring as president in 1948; he succeeds C. Russell Feldman, whose interests he and group have bought out . . . Sightmaster Corp. issuing $250,000 preferred stock, 50,000 shares at $5 per share, bearing interest of 25¢ per share annually, entitling holders to 6 common for each preferred . . . **Raytheon president Charles Francis Adams Jr.** states Raytheon should report slight profit for 9 mo. ending Feb 28 after absorbing loss of $621,701 for 6 mo. ended Nov. 30, 1949; says final fiscal quarter ending May 31 should be profitable, though year's earnings won't equal $946,212 profit of preceding fiscal year. January TV sales, he noted, were under December, due to price reductions, but February unit volume may equal December's . . . **Magnavox** resumes dividend payment, will distribute 25¢ per common share March 15 to holders of record Feb 28; it's first payment since Jan. 15, 1949, follows report profit for 6 mo. ended Dec. 31 was $75,000 ($1.17 per share) . . . **CBS** declares dividend of 40¢ per share, payable March 10 to holders of record Feb. 24; previous quarterly dividend was 35¢ . . . **Admiral President Ross Siragusa** tells Buffalo group this week his company's 1949 profits will run $8,000,000 on $112,000,000 volume (vs. $3,780,000 on $66,764,266 in 1948), forecast this year's sales at $150,000,000 in TV, $60,000,000 in refrigerators-ranges.

Trade Personals: Admiral's **Ross Siragusa** and Motorola's **Paul Galvin** named Knights of Malta by Pope Pius, conferred at New York dinner by Cardinal Spellman . . . **Dr. Allen B. DuMont** elected life trustee of Rensselaer Polytechnic Institute, from which he was graduated in 1924 . . . **Harold J. Adler**, ex-Sentinel, new chief TV engineer of Hallicrafters Co. . . . **John J. Harrison**, ex-radio mgr. for W. & J. Sloane, new v.p. in charge of Custom Div., Mars Television . . . **Gabriel V. Bureau**, ex North American Philips, joins Sylvania Tube Div. under sales mgr. C. W. Shaw . . . Philco's Industrial Div. names C. Paul Young as govt. sales mgr.; **George A. Hagerty**, commercial sales mgr.; **William Carey**, operations mgr. . . . **Douglas Day**, ex-Buchanan, named DuMont advertising director for both receiver div. and broadcasting; **Henry Geylin** continues as receiver sales adv. mgr., and a broadcast div. adv. mgr. will be named shortly. Account was recently switched from Buchanan to Campbell-Ewald . . . **F. P. Barnes** new GE broadcast equipment sales mgr.

At 60, **Frank A. D. Andrea** is celebrating his 30th year in radio-TV, story of his rise reading like Horatio Alger. One of the industry's most modest but highly respected figures, he's subject of sketch in Robert McFetridge's column in *New York Times* Feb. 5. It relates how he founded Fada, sold it, started TV manufacture 2 years before World War II, now operates sizeable Andrea Radio Corp. in Long Island City. It quotes him as forecasting "ultimate in TV" within 5 years—with 3 dimensions and color.

Soviet TV is booming in Moscow and Leningrad, reports writer in Feb. 5 *New York Times*. Russian films, theatre and circuses provide much program fare. No prices are given, but 3 sets on market are called T-1 Moskvich, T-1 Leningrad and KVN-49 with 20, 22 & 18 tubes, respectively, and with 4x5½-in. screens and plexiglass enlargers. Moscow station operates on 625 lines vs. U. S. 525 & British 405.

To fortify dealers with answers about color TV, and to inform industry in general about its attitude toward color, RMA is distributing some 60,000 copies of 8-page pamphlet *Is Color Television Ready for the Home?* On mailing list so far are dealers in TV areas, manufacturers, ad agencies and advertisers, TV stations and applicants, Congress, govt. officials. You can get copy by writing to Radio Manufacturers Assn, 1317 F Street NW, Washington, D. C.

The Washington publication *Vet-Times*, surveying own readers found only 2.1% planning to buy TV sets with insurance dividends now being paid (total $2.8 billion). Dept. of Commerce estimated about $1.3 billion will be spent in retail stores—but *Vet-Times* found 16.2% planning home payments, 16.2% household furnishings, 8.7% insurance, 8.7% new clothes, 3.3% autos, 2.9% pay Xmas bills, 2.5% education.

Fullest indication yet of what makes Comr. Jones tick (Vol. 6:4)—patent "monopolies" and engineers "imprisoned by economics"—is unfolded in his Feb. 9 speech before AIEE group in Lima, O., his hometown. Inflexibility of TV standards favors patent monopolists, he said, and big cities get radio service because that's where the money is. Going begging for development meanwhile, he claimed, are developments which can bring TV to hinterlands: uhf, Stratovision, Polycasting, FM-video.

Uhf troposphere study made by Collins Radio for Navy and recently declassified, indicates trouble somewhat worse but more erratic than in vhf. Signals were 410 mc, about 150 kw ERP, CW, measured 98 miles from site at Cedar Rapids, Iowa, in summer 1948. Collins is continuing work under contract with Bureau of Standards. Engineers don't believe findings to date indicate any need for greater station separation than FCC proposes.

Glowing opinion of uhf is expressed by Richard Davis, manager of New Haven's WELI(AM), in Feb. 6 *Broadcasting*. After "almost daily" visits to RCA-NBC's Bridgeport station (Vol. 6:5) by WELI personnel, he says: "Uhf television is a fact . . . Uhf provides the answer to community television—perfect reception in the primary area." He reports that he has started uhf "educational program" in New Haven, has announced that WELI will install uhf converters at cost when uhf comes to town (where vhf WNHC-TV now operates).

Sylvania has issued *Television Receiver Tube Complement Book*, listing 620 sets of 85 manufacturers (most 1949 and some 1950 models), and is making it available at 75¢ from its tube division, Emporium, Pa.

New recording tape, which "wipes" completely clean for re-use, was announced by Minnesota Mining & Mfg. Co., St. Paul. Also claimed: better frequency response, lower noise, higher output.

More Feb. 1 sets-in-use since NBC Research's "census" of Jan. 1 (Vol. 6:3): St. Louis 87,600, up 9800 in month; Charlotte 11,067, up 867; Norfolk 1917, up 717; Cleveland 154,340, up 17,340; Milwaukee 80,844, up 8644.

Multi-antenna systems (RCA Antenaplex) will be installed in Lever Bros. office building, 80 Varick St., as well as at 860 Fifth Ave., 870 Fifth Ave., 1 East 66th St., all New York; also in Willow Glen and Meadow Lake apartment developments in Forest Hills and Kenilworth suburban apartments in Scarsdale.

Roger M. Wise, 52, authority on tubes, onetime chief engineer of Remler, Cunningham and Sylvania companies, whose own tube-making firm was acquired by Philco's Lansdale Tube Co. about year ago, died in Philadelphia Feb. 4 after short illness.

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MARTIN CODEL'S
INFORMATIVE NEWS SERVICE
TO THE BROADCASTING AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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February 4, 1950

HOW TV AFFECTS FAMILY HABITS: Startling, to say least, is TV's effect on family habits, if results of Washington, D.C. study by public relations consultant Robert Aldredge may be taken as indicative. Here's essence of what this former aide to Secretaries of Interior Ickes and Krug, engaged by 3 local movie exhibitors and 3 TV stations to do job, found in interviews with 400 families owning TV sets:

Movie attendance before TV averaged 4.51 times per month, after TV 1.27 times. Children went to movies 5.13 times per month before TV, 2.7 times after TV. After 2 years of set ownership adults go only 1.5 times per month, children 3 times.

Radio listening before TV averaged 3 hours 36 minutes daytime and 3 hours 42 minutes evenings. After TV, listening went down to 2 hours 54 minutes daytime, only 34 minutes evenings. After 2-year TV ownership, radio listening remains only 1 hour 56 minutes daytime, 15 minutes evenings. Some 17% said they preferred radio to TV when both were available, citing superior radio newscasts as major reason.

Sports attendance went down, too: football, 40% less; baseball, 36.7%; boxing and wrestling, 44.7%. After 2 years, football was still down 30%; baseball, 30.9%; boxing and wrestling, 53.7%.

Magazine reading declined 22.6%; books, 29.1%; newspapers, 4.7%. After 2 years, magazine reading was still down 18.9%; books, 33.7%; newspapers, 4.7%.

PROGRESS REPORT ON BRIDGEPORT UHF: It's still early in the uhf game, but net impression we brought back from visit this week to RCA-NBC "guinea pig" uhf station KC2XAK, Bridgeport, Conn. (Vol. 5:53), is that it's quite likely to come up with satisfactory answers to questions:

(1) Can uhf provide, in fairly near future, an acceptable TV service?

(2) Is an economical satellite operation feasible?

Affirmative answers to portions of those questions are already available. For example, they've operated a 1-kw transmitter on 529-535 mc from 9 a.m. to 11 p.m., 5 days a week since Dec. 29, with no trouble at all save failure of one small tube -- and that because it wasn't properly soldered.

Then, there seem to be very few problems in rebroadcasting Channel 4 signals picked up direct from New York's WNBT, 50-odd miles away. As for operating costs, two operators are the staff.

Receivers seen to be no great worry. If they get a decent signal, they produce a decent picture.

Getting adequate signal to receiver is biggest question, of course. Here's experience to date in Bridgeport: Of 18 sets installed so far (RCA Anniversary models with 500-700 mc tuners added inside cabinet, about 50% get good or very good reception, 25% fair, 25% poor or unusable.

We had time to look at only 4, all very good, but all within 8 miles of station. As everyone knows, reception is likely to be poor in valleys or behind obstructions. Farthest location is 32 miles, but it gets good picture because it's virtually line-of-sight. Others, nearer in, can't even get audio because they're blocked out by natural or man-made obstacles.

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Television Digest WITH AM-FM REPORTS

TV-Film Reports
February 4, 1950

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IS TV TO BLAME FOR LESS MOVIEGOING? Whether attributable to TV's inroads or to poor pictures, or something else, fact is that motion picture attendance is declining -- and no relief in sight. If it's due in part to TV (which we do believe), and if decline is so great now with only 4,000,000 TVs, what will it be at end of this year with 8,000,000 or more sets in use? Or later, with most homes TV-equipped?

Audience Research Inc., Princeton, N.J. (Gallup), in survey released this week, presumably film-sponsored, estimates that average of 52,500,000 tickets to movie theatres were sold weekly during December, 11% less than 59,200,000 during same month of 1948; also, that attendance in 1949 as whole ran some 9% below 1948 when it sagged 13% below 1947. Even allowing for fact pre-Xmas traditionally means lull, attendance pattern is too clear to be blinked:

During first quarter 1949, average weekly admissions were 65,800,000 vs. 72,900,000 in same 1948 period; 2nd quarter, 56,500,000 vs. 66,200,000; 3rd quarter, 66,800,000 vs. 66,400,000; 4th quarter, 58,700,000 vs. 65,600,000. Note that third quarter 1949 showed slight increase. But drop resumed in fourth quarter.

Easiest way to determine whether TV is affecting movies: Ask yourself, if you're a moviegoer, or ask your audiences if you're a telecaster or theatre operator: "Do you go to the movies as often since you installed a TV set?"

Note: Motion Picture Assn (Eric Johnston office), minimizing seriousness of implications of Gallup survey, notes that Treasury Dept. estimates 1949 admission taxes were less than 1% under 1948 when taxed admissions were $1,386,000,000. But 1947 admissions were $1,417,000,000 and 1946 were $1,493,000,000. However, MPA also noted that 20th Century-Fox survey of 1,000,000 New York TV owners showed their moviegoing declined 20%.

'KINES' & 'OLDIES' FIND READY USE: Transcontinental TV hookups aren't in prospect for 2 years at very least, probably 3, so it's no surprise to see top Hollywood talent gravitating to New York and Chicago network studios in increasing numbers. Robert Montgomery's new venture for Lucky Strike on NBC-TV is case in point, to say nothing of foremost stage and screen stars working more or less regularly on such major TV dramatics as Studio One, Philco Playhouse, Ford Theatre, etc. Also, those who make it a point to guest on variety shows to establish "television identity."

Pending extension of coaxial-microwave links to West Coast -- they'll reach as far South as Greensboro-Charlotte-Jacksonville-Atlanta-Birmingham by next September, as far West as Davenport-Des Moines-Omaha by October -- non-interconnected TV stations' chief source of material must continue to be kine-recordings and films. Even network stations want feature films for local sponsorships.

Quality of kines still leaves much to be desired (Vol. 5:51), though folk who haven't seen much of anything else don't seem to mind. Most desirable feature films are to large extent tied up by (1) Petrillo ban on TV's use of films with music, and (2) unwillingness of major producers to open their vaults, nurture a competitor, alienate their exhibitors (Vol. 6:1).

Yet hundreds of little companies, and a few big ones, are offering feature films and short subjects to TV stations, mainly so-called "oldies," and rights to more and more fairly recent ones are being bought up for TV syndication (for list of such syndicators, see pp. 77-83 of TV Directory No. 10). And quite a few producers, notably Jerry Fairbanks and Hal Roach, are making or planning low-budget films for TV -- though market, due to paucity of stations, isn't very lucrative one yet.

Only this week, Bing Crosby Enterprises announced ten 26-minute films under production deal with big sponsor Procter & Gamble (Fireside Theatre), one to be turned out every 2 days on $12,000 budget per picture.

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MOUNTING CAMPAIGN ON FREEZE FRONT: Pressures on FCC to end freeze really haven't been as heavy as you'd expect, up to now, but apparently they're beginning to develop a head of steam.

Commission gets a continuous dribble of letters asking "why doesn't our city have TV?" or "why do we have only one station?" But there hasn't been a deafening clamor. Individual citizens, boards of trade, chambers of commerce, etc. have been principal source of complaints. Commissioners haven't been greatly harassed.

But 17-month-old freeze, now prolonged by color issue, is beginning to worry some people in and out of the industry. Manufacturers eager for new markets, telecasters concerned about slowed-down growth of their business, have often urged freeze-lifting -- but they've done little more than voice private opinions or offer an occasional "urge" at hearings.

Radio broadcasters aren't in any hurry, naturally. Most remain quiet, many are evidently quite pleased.

Lately, however, some new voices have piped up. New York Times' radio editor Jack Gould, scarcely an industry spokesman, got worked up and cut loose in his Jan. 26 column. Then Joseph Keenan, director of Labor's League for Political Education (AFL) wrote FCC that labor is worried lest freeze begin constricting set market, curtailing employment.

Finding industry at "virtual standstill" in orderly development of stations, networks, audience and advertising, Gould concludes that "FCC by its 'freeze' has exacted a high price from the public as it pursues 'perfection' in color..."

"No matter which color system the FCC endorses," he went on, "it is obvious that there is going to be a transitional period in TV when pictures will be sent out in both color and in black-and-white...No broadcaster in his right mind is going to disenfranchise the present audience of 10,000,000 persons just to accommodate the FCC's enthusiasm for color. This being the case, there is no earthly reason why new monochrome stations cannot be constructed, adding color when the technical and competitive considerations dictate.

"The Commission probably is right in its belief that the manufacturing end of the industry has engaged in delaying tactics in color. But at the same time the FCC cannot overlook the fact that the manufacturers and the broadcasters must back their deeds with cash, not just press releases. The FCC should remember that an idealistic and noble approach means little if that approach is not translated into practical action which realistically serves the public interest.

"What the FCC needs most of all, however, is some real gumption and backbone to reassert its proper authority. It has been altogether too susceptible to the beck and call of Sen. Edwin C. Johnson [who] persists in issuing communiques on what the Commission should or should not do in highly technical matters."

* * * *

Manufacturers have begun to supplement their "urgings." Dr. Allen DuMont this week went at it in characteristically direct fashion. He announced that he will meet with New Jersey members of Congress Tuesday, ask them for action. He asserted that thousands of jobs may be jeopardized if freeze continues, and added: "If freeze drags on as it now threatens to do, its adverse economical effects can be tremendous. The big fellows can probably survive but the hundreds of little companies [are] going to experience some very tough going. The long delay has opened the door to monopoly in both broadcasting and manufacturing and we at DuMont are not interested in monopoly."

Philco v.p. David Smith opened up in speech Thursday at joint meeting of Philadelphia's Franklin Institute and IRE. He reasserted that color isn't here yet, should be compatible when it comes, that freeze can and should be lifted quickly. He figured that freeze has restricted availability of TV to two-thirds number of people who should be getting it. Further, he pointed out, 20% of viewers can get only one station, should be getting more.

There will undoubtedly be more campaigning from now on. A lot of manufac-

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turers have talked about seeing their Congressmen. Chances are there will be a lot of actual visiting on Capitol Hill soon.

What many forget, in calling for "immediate" lifting of freeze, is that there's still a job of vhf-uhf allocation to be done, competitive hearings to be held among applicants in most cities, before new stations can even be started. It will take almost as long to unwind freeze, in terms of actual new TV service, as it's taking to wind it up. Our guess is still not before end of year.

MORE COLOR PLANS, SHOWINGS, CLAIMS: Next comparative color demonstration, Feb. 23 at FCC lab in Laurel, Md., will be a quickie -- running merely 9 a.m. to 1 p.m. FCC apparently sees no point in many hours of programs. Participants say this one will be "more scientific" than last. It comes off after Color Television Inc. demonstrates Feb. 20, and then comes resumption of hearing Feb. 27. Lengthy cross-examinations are expected to prolong hearing into full month at least.

CBS resumes Washington demonstrations Feb. 13-21, same place, same times, after next week's surgical showings in Atlanta where WSB-TV will transmit its color. RCA is mulling possibility of advance showings to select groups, but may wait for more receivers. It has delivered one each to FCC and Condon committee. To FCC it has submitted details of new color synchronization techniques (Vol. 6:3). But work on tri-color tube is really hush-hush.

Vhf-uhf allocations hearing has been waiting so long that FCC decided to permit filing of more comments until March 24. But these must be on proposed channel allocations only (pp. 66-73, TV Directory No. 10). Opposition to comments may be filed until April 7, indicating FCC doesn't expect to open that phase of "freeze" hearings before then. Allocations hearing will probably extend over 6 months.

* * * *

From San Francisco comes word that CTI created something of flurry with its 2 demonstrations at The Emporium. Dealers and distributors were somewhat panicky at first, same as they were in Washington (Vol. 6:2-3), but calmed down as experimental nature of demonstrations was emphasized.

We haven't seen CTI system yet, but have this report from a layman who's a good observer: "Quite bright. Absolutely no flicker or crawl. But color fidelity, particularly in pastel and skin tones, might have been better."

Not so complimentary was reaction of an engineer: "Colors are fair, but I believe you'll see definite crawl just as soon as registration is brought up somewhere near to what it should be. Definition is very poor, particularly in the black-and-white received on standard sets."

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Inventor Elman Myers (Vol. 6:3) brought his "black box" to Washington this week, visited FCC and Capitol Hill, demonstrated his "compatible, all-electronic" principles to Comr. Hennock, then to Ed Cooper of Senate committee staff. Cooper sent him over to Comr. Jones. Staff members Willoughby, Plummer, Plotkin, Dobin also saw it.

As demonstrated for us, light is projected through his secret "color gate" and through a black-and-white picture on film originally photographed through another color gate at camera. Picture shows up in colors.

Myers isn't planning to show at hearings, though he says equipment at transmitter would cost only about $250, at receiver $2 -- latter merely gelatinous screen in front of tube. DuMont is exploring system. Research chief T. T. Goldsmith says it has some possibilities, though he's hardly excited about it.

Does Myers have something? Here's evaluation by an engineer who has explored every color system proposed: "It's one of those optical systems which work beautifully until you introduce television [actual radio transmission] into them. Like most others, it has enormous registration and phasing problems. It's conceivable those problems could be licked, given sufficient time and money."

1,000,000, or better than one to every 4 families. Philadelphia has fewer sets but ratio is about same. (For "depth of penetration" figures, see Vol. 6:2; for Jan. 1, 1950 area-by-area receiver count, see Vol. 6:3.)

Over-all picture is indeed heartening alike to editorial (program), business (sponsorship) and circulation (audience) offices of the telecasters.

SOME KEYS TO WHAT MAKES JONES TICK: In addition to imputing bad faith, even "conspiracy" in violation of anti-trust laws on part of manufacturers "who wish to preserve an exclusive black and white receiver market," FCC's crusading Comr. Bob Jones now inferentially blames broadcasters as well (a) for FM's troubles, and (b) for providing multiple [broadcasting] service to well-populated areas and little service to sparsely settled areas. In short, he implies that broadcasters are also parties to a "plot" to hamstring radio as well as TV.

That's how we understand Jones' most recent utterances, notably his scathing public reply Jan. 24 to NAB president Justin Miller's letter of Jan. 19. Judge Miller, injecting himself into color issue after long remaining quite aloof, had written Jones to suggest he's sure Jones would not use "the power of the government to force assembly-line production before the laboratory work has been done which is necessary for the development of new industrial procedures."

Miller referred to Jones' crusade for color-in-a-hurry, of course, and particularly to Jones' recent speech before American Marketing Assn (Vol. 6:3). You can get text of their exchange of correspondence from FCC press room, also text of speech. If you're concerned about color issue, if you too wonder what makes Bob Jones tick, we recommend you read them; also read text of his similarly publicized and revealing exchange of letters with Paramount's Paul Raibourn (Vol. 5:50). But read them with these basic assurances:

(1) That Jones is in minority, engaged in one-man crusade, with majority of his colleagues, several with far more technical training and experience, utterly unconvinced and unlikely to be convinced that any plot's afoot or that the industry is led by men of sinister motive.

(2) That whatever Jones' goals may be, he's not carrying torch for CBS color system per se, though that may appear to be effect of his campaign. Indeed, he has gotten into that company's hair almost as much as others; witness his "open letters" to CBS president Stanton last fall (Vol. 5:35).

(3) That men of the stature of JTAC and the Condon Committee, not to mention business men of the calibre and political influence of the manufacturers and broadcasters, can't be cowed.

Comr. Jones' methods are reminiscent of other "men with missions", who sat on FCC but were out of tune with the natural developments of the industry in their time. McNinch, Payne, Durr are good examples; they accomplished exactly nothing with their curious crusades -- one employing somewhat similar publicity methods.

And it's hard to reconcile Jones' hectoring tactics with his political party background. At least it's somewhat ironical that a New Dealer, as chairman of FCC, represents the realistic approach, and a Republican the synthetic "trust buster" approach to so highly competitive an industry. Apparently, Jones has yet to learn that govt. fiat can break, but not make, a radio service. In words of one veteran of the Washington wars:

"Maybe we worry too much about pressure by press release."

* * * *

Though nobody has ever regarded him as spokesman for TV, though NAB rank and file AM membership loses little love on TV, Judge Miller took up cudgels Friday in sharply worded reply to Comr Jones. Like FCC's, which Jones uses, NAB's mimeographs went into action, too, quoted Miller as saying Jones "misconstrued what I said...he did not understand either the intent or the meaning of my words...read into them such fantastic implications." Then: "I am happy, nevertheless, that this has provided an occasion for the Commissioner to make even more clear the philosophy which underlies his behavior as a member of a high government body."

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NBC has revised 2½-hour Saturday night plan to meet objections stemming from DuMont complaint and FCC inquiry (Vol. 6:1), has sent new offer to affiliates for 13 weeks beginning Feb. 25. Biggest change is provision permitting stations in 19 markets with less than 3 outlets to take any half-hour portion of program, rather than all-or-nothing as originally. Also, where station is committed to alternate weeks for other programs, NBC says it will permit alternate-week order for its "jamboree" too. Among other details, new offer spells out fact station can reserve right to reject any portion for any reason. New plan contemplates 1½-hour New York origination, plus hour from Chicago. Whether this will meet DuMont objections and satisfy FCC isn't known.

Academy of TV Arts & Sciences awarded its 1949 "Emmy" counterparts to movie industry's "Oscars" at Hollywood dinner Friday to following: Ed Wynn and *Ed Wynn Show*, outstanding live personality in West Coast TV and best live program (it's kine in East); *Texaco Star Theatre*, best kine show (live in East); Milton Berle, outstanding kine personality; *Time for Beanie*, best children's; *Life of Riley*, best film; Lucky Strike, commercial films; *Crusade in Europe*, public service; KECA-TV, sports coverage; KTLA, station achievement; Harold Jury, technical award for developing synchronizing coordinator.

Interconnection between common carriers for TV intercity networking will be question heard March 6 by FCC examiner Johnson. This is continuation of hearing on interconnection ban, which resulted in Commission deciding AT&T had to hook up with privately-owned intercity microwave systems (Vol. 5:37).

FCC gave Crosley and Philco temporary extension of licenses to April 1 for their intercity TV relay systems this week (Crosley's ties Cincinnati-Columbus-Dayton together; Philco's, New York-Philadelphia), asked them to check with AT&T on status of its ability to meet their needs. Commission reminded telecasters that privately-owned intercity relays are only temporary authorizations until common carriers can meet requirements.

Looks like Zenith will get chance to test Phonevision after all. Understood FCC reversed itself this week, Comr. Hennock changing mind, joining Comrs. Coy, Sterling, Hyde in decision to let Zenith test out "pay-as-you-see" TV in Chicago before being called to justify system to FCC (Vol. 5:50, 53).

Personal notes: Edward Madden, onetime McCann-Erickson, recently head of American Newspaper Advertising Network, joins NBC Feb. 1 as asst. to president Joseph McConnell, is said to be slated to become AM network v.p. . . . Frank J. Reed promoted to head new NBC-TV sales service dept. . . . Halsey V. Barrett transferred by DuMont Network from spot to network sales; Arthur C. Elliot now spot sales, William Walters local sales . . . Albert B. Taylor, ex-William Morris, new v.p. of Naight Productions Inc. . . . Robert W. Day, ex-H. B. Humphrey Co., now radio-TV director of Lynn Baker Inc. . . . James E. Hanna, succeeding H. L. McClinton as head of N. W. Ayer radio-TV dept., elected to board of directors . . . Charles A. Prince, ex-NBC, now TV director of Rogers & Smith agency . . . James Shelby promoted by McCann-Erickson to TV director, succeeding Kenneth Craig, now CBS . . . Emanuel Sacks quits as v.p. and director of Columbia Records Inc. to join RCA Victor as director of artists relations . . . Drew Van Dam now ABC personnel director.

Telecasting notes: Three temporary license renewals by FCC this week were for clarifications about: KING-TV, Seattle, plans for financing; KPIX, San Francisco, contract with local church; WXYZ-TV, Detroit, ABC's involvement in spot rep case (Vol. 5:45) . . . New rep of *Kansas City Star's* WDAF-TV is Harrington, Righter & Parsons; it's exclusive TV rep firm's fifth outlet, third to be weaned away from Petry—others being *Buffalo News'* WBEN-TV, *Milwaukee Journal's* WTMJ-TV. Petry will continue for WDAF-AM . . . *Dallas News* purchase of KBTV (see p. 1) is second TV sale in year, other being KRSC-TV, Seattle (now KING-TV), whose founder Palmer Leberman also found operation too costly to sweat out (Vol. 5:20, 23, 30); FCC approval seen certain since prejudice against newspaper ownership hardly exists any more . . . Los Angeles' KFI-TV, now daytime-only, in about 3 months will add about 30 hours per week, mostly night, to present 57-hour operating schedule; has signed up all home games of Los Angeles Angels, including night games . . . Remaining 12 Hialeah stake races to be televised via WTVJ, Miami.

CBS isn't selling black and white short, even though it's pushing color TV campaign hard (see story p. 3). In letter to advertisers Jan. 23, president Frank Stanton proudly boasts CBS-TV advertisers now number 30, sponsored hours 18 per week, time sales 20 times 1948's (figure isn't disclosed, but TV time sales believed running somewhat under $5,000,000). Stanton also claims 4 out of 5 biggest audience shows, 6 out of first 10, 8 out of top 15, says CBS-TV has 11% higher evening average audience for sponsored programs than next network, obviously NBC. (Last year, similar claims touched off vigorous rebuttal by NBC's Niles Trammell; Vol. 5:10, 14). TV's cost per 1000 homes is now $4.68, Stanton says, compared with $7.21 in 1948.

Empire State Bldg. and NBC got together this week and structure will be used by 4 stations (WNBT, WJZ-TV, WABD, WPIX) as soon as antenna can be installed (Vol. 6:2). WJZ-TV got immediate go-ahead from FCC to transmit temporarily with already-installed 500-watt transmitter and single-bay superturnstile; 5-kw unit will be moved from Hotel Pierre site fast as possible. WABD and WPIX haven't signed yet but are expected to shortly. Final antenna design hasn't yet been chosen, nor has manufacturer to build it been selected. A 199-ft. tower is contemplated, with WNBT on top, WABD on bottom, other 2 between;—making building 1499 ft. high.

In addition to creating Frequency Control Board above FCC, new Sadowski bill (HR 6949) would: (1) Give FCC authority, in addition to present power of license revocation, to suspend stations for 90 days, issue cease-and-desist orders, impose $500-a-day fines. (2) Render stations immune from any libel action based on political broadcasts. House subcommittee hearings begin Feb. 20.

Dreams of recording pictures on tape (Vol. 5.9), and avoiding deficiencies of kine recordings, are revived in February *Electronics*. It reports suggestion of CBS's Howard Chinn that 8 parallel tracks, on wide tape, each handling 500 kc, might conceivably do job.

Survey of TV news presentation techniques at all 98 stations is being made by Ralph Renick, news editor of Miami's WTVJ, under $2000 H. V. Kaltenborn Foundation Fellowship. He expects to present findings in 6 weeks.

FCC chairman Coy's next scheduled speech is March 14 at U of Oklahoma's Annual Radio Conference, title not yet selected.

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Motion picture industry's long-sought opportunity to argue qualifications to hold radio-TV licenses in spite of anti-trust violations (Vol. 5:5, 11, 12, 51) will take place Feb. 13 before FCC en banc. Commission this week offered to hear all comers on question of establishing uniform policy regarding applicants who've run afoul of Federal laws. This would include also violations of such other Federal regulations as food and drug, unfair trade practices, taxes, financial, labor, lotteries, gambling—even, perhaps, moral turpitude. Commission wants to hear whether it has authority to consider such violations in determining applicants' qualifications, and if so whether there should be differences in its policy between convictions and consent decrees. Briefs are asked by Feb. 6.

Gauging potential set market for ensuing 6 months, Psychological Corp. queried 5000 people in 120 cities last November, including many without TV. Among results just announced: Those planning to buy amounted to 7.9%, even though there is no TV in some cities covered; of those planning to buy, 52% said they hadn't decided brand. Another phase of study covered 10,000 people, found 1130 owning sets with these brands: RCA 21.4%, Philco 15.5%, Admiral 8.8%, Motorola 5.8%, GE 5.4%, DuMont 5.1%, Emerson 4.1%, Crosley 2.9%, Westinghouse 2.1%, Magnavox 2%, Zenith 1.9%, Tele-tone 1.8%, Capehart 1.2%, Stromberg-Carlson 1.1%, Hallicrafters .9%, Transvision .5%, Pilot .5%, others 12.9%, don't know 6.1%.

Complaint about kinescope recordings arrived at FCC this week from Charles W. Curran, who identified himself as a viewer from Jackson Heights, L. I. In proper legal petition, he asks for amendment of Section 3.688 of Rules to require that stations identify program material as live, film or kine before program starts. Reason, he says, is that kines have about one-third the quality of live pickups and viewer spends time fruitlessly trying to adjust set for better picture. Chances are, if FCC sets subject for hearing, kine improvements (Vol. 5:51) will render matter moot by time of final decision.

In cleanup of experimental TV stations, FCC this week deleted stations held by Gus Zaharis, Charleston, W. Va.; Don Lee, Los Angeles; Philco, Philadelphia. In first case, Zaharis hadn't been doing anything with grant (like Metropolitan Broadcasting's last week; Vol. 6:3); in others, Don Lee and Philco had not changed to proper frequencies. Continuing policy of putting on temporary authority licensees involved in anti-trust cases (Vol. 5:10-12), FCC this week also temporarily extended licenses of experimental and relay TV stations of ABC, CBS, NBC, GE, DuMont, Paramount, Westinghouse.

First BAB retail information folder for TV, covering furniture advertising went out this week to NAB member stations. Folder includes data on national organization of industry, channels of distribution, gross and net income, inventory and turnover, seasonal trends, budgets, media preferences, etc. It is intended as guide for local stations in making own presentations. Future TV issues will deal with banks, automobiles, jewelry, laundries and dry cleaners.

Elaborate TV station-planning brochure (52-pages, 15 drawings) has been prepared by Dr. Walter Duschinsky of Van Doren, Nowland & Schladermundt, industrial designers, 205 E. 42nd St., New York. Dr. Duschinsky has worked on communications at UN headquarters.

Color hearing Exhibit 204, "Report of the Color Television Committee of the RMA Engineering Department," has been reprinted, is available at $6 from Technical Secretary of IRE, 1 East 79th St., New York.

Network accounts: Packard Motor Car Co. ABC show, as yet untitled, will start March 23, Thu. 9:30, featuring Edward Everett Horton as manager of mythical hotel . . . ABC-TV says Thu. night now sold out, including General Mills' *Lone Ranger*, 7:30-8; Admiral & Old Gold's *Stop the Music*, 8-9; Esquire Boot Polish *Blind Date*, 9-9:30; Chesebrough and Blatz's *Roller Derby* 10 to conclusion . . . Unicorn Press (Funk & Wagnalls Encyclopedia) has purchased Fri. 8:30-9 edition of *Headline Clues* on 3 DuMont stations (WABD, WAAM, WTTG) . . . Pabst Brewing Co. starts March 1 to sponsor St. Nicholas Arena boxing on CBS-TV, Wed. 9:30-11. Marvel-Lens starts Feb. 7 to sponsor St. Nicholas wrestling, Tue. 10-11.

Station accounts: Additional local sponsors of ABC-TV second release of *Crusade in Europe* (27 stations, 8 sponsors so far) include Hot Point, on WJAC-TV, Johnstown, Pa.; Daniel Construction Co., WAFM-TV, Birmingham; Godchaux Dept. Store, WDSU-TV, New Orleans . . . Bromo-Seltzer buys spots before all Brooklyn Dodgers home games on WOR-TV . . . Bruno-New York (RCA distributor) with Sunset Appliance Stores sponsoring N.Y. Rangers hockey games from Madison Square Garden on WPIX . . . Petri Wine renews film spots on KTSL, Los Angeles, thru Young & Rubicam . . . Banner Specialty Co. (coin-operated machines) buys weekly sport show on WCAU-TV, Philadelphia . . . Additional sponsors currently using or reported planning to use TV spots: New York Central R.R., thru Foote, Cone & Belding; Quaker City Chocolate & Confectionery Co. (Good & Plenty bars) thru Adrian Bauer Adv. Agency; Pequot Mills, thru Jackson & Co.; Brown Shoe Co., thru Leo Burnett Inc.; Goodyear Tire (Neolite), thru Compton Adv.; Owens Kraus Inc. (Sark crossword cards), thru Hutchins Adv.; I. Newman & Sons (Sarong girdles), thru Silberstein-Goldsmith Inc.; Regina Cigar Co., thru Gresh & Kramer.

Potent testimonial to TV's potency, as quoted from talk by Saks-34th Street's sales promotion chief Arthur M. See, at recent NRDGA convention in New York, cue being end of 10-week successful sponsorship of *Your TV Shopper* on New York's WABD (Vol. 5:44): "I can say with dead earnestness that TV looks to me like it natural for retailers who want to sell merchandise hard and want to move merchandise quickly. Radio could never do an effective job for retailers in spite of the best efforts of networks and merchants to utilize the medium."

Right of FCC to turn down newspaper applicant when in its view grant would permit news monopoly was upheld by U. S. Court of Appeals in Washington this week. Court denied appeal by *Mansfield (O.) Journal* from 1948 FCC denial for stations in Mansfield and Lorain on grounds *Journal* boycotted radio advertisers, refused to carry local station's log. Publisher has been charged with anti-trust law violations by Justice Dept. (Vol. 5:39).

Engineering personals: LaVerne M. Poast new partner in Washington consulting engineer firm of Craven, Lohnes & Culver . . . Philip Merryman takes over general managership of WLIZ, Bridgeport, Conn., 1 kw on 1300 kc., pending application to purchase control; he is continuing radio consulting practice . . . Carl E. Smith, engineering v.p. of *Cleveland Plain Dealer* stations (WHK, WHKC, etc.), has written *Communications Circuit Fundamentals*, second volume of his technical series published by McGraw-Hill . . . Paul J. Larsen, longtime TV chairman of SMPE before joining Los Alamos atomic energy labs, now director of civilian mobilization of National Securities Resources Board.

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THE PARAMOUNT-DuMONT PICTURE: Rumors that Paramount is about to sell its DuMont holdings, well within realm of possibility, are unconfirmable from any authoritative sources. This much seems clear, though:

(1) That Paramount's hierarchy would be willing to cash in its DuMont chips, if they can get $10,000,000 or more for them. Paramount Pictures Corp. owns 43,200 Class A shares out of 1,483,652 outstanding, 560,000 Class B (entire issue).

(2) That DuMont corporation itself is logical customer, for Class B shares at least, just to "get Paramount off its neck" -- but isn't inclined to pay today's market price for the shares since they don't involve control. Class B entitles Paramount to 3 of 8 directors.

(3) That other customers are hard to come by -- though there have been "some negotiations" over last few years and others may now be in secret progress -- because of practical inability of any purchaser to secure control.

(4) That Paramount would be in stronger position in applying to FCC for theatre-TV facilities, let alone more TV stations, if it divested itself of DuMont holdings. FCC has frowned on "interlock" despite avowals that Paramount doesn't and can't control DuMont.

Except that there may have been more "bites" lately, due to more intriguing TV market and excellent progress record of DuMont, situation appears to be much same as in spring of 1948 when Paramount v.p. Paul Raibourn told FCC his company had invested $164,000 in DuMont in 1938-43 but would sell for $10,000,000 (Vol. 4:22).

Raibourn then valued stock at $16 (it's above that now), and it was manifest neither he nor DuMont was very happy about "partnership." Dr. DuMont has strongly entrenched control group, though he personally owns only about 45,000 shares.

Both DuMont's and Paramount's applications for new TV stations have been held in abeyance ever since, and were caught in freeze. Since then, too, Paramount has agreed with Dept. of Justice to split up -- producing company taking DuMont stock and TV station in Hollywood, keeping application for San Francisco; exhibiting company retaining TV station in Chicago and applications for Boston, Detroit, Tampa, Des Moines (Vol. 5:52).

If Paramount president Barney Balaban and his group follow example of Warner Bros. (which pulled out of purchase deal for the Thackrey Los Angeles station, dropped applications for others) and 20th Century-Fox (which withdrew 5 applications for TV stations), they might even consider selling their Los Angeles KTLA. Particularly, if they come to conclusion TV is competitor whose encroachments can best be met via theatre-TV.

COLOR ACTIVE, BUT NOT DISRUPTIVE: CBS was still going strong, still playing to full houses, as it neared end (Feb. 1) of its run of public color demonstrations in Washington which has thus far played to 11,885 viewers.

But it was exciting much less concern among manufacturers and telecasters, who are almost unanimously opposed to Goldmark system, than did first promotional bursts (Vol. 6:1-3). CBS is considering another round of pre-hearing public demonstrations, probably in Washington, possibly in New York, after surgical showings in Atlanta Feb. 6-8.

In preparation for FCC's Feb. 23-24 comparative demonstrations, CBS, RCA and Color Television Inc. met with FCC's Ed Chapin Friday, laid preliminary plans. CTI solo showing Feb. 20 and the comparative will be held at FCC Laurel (Md.) labs, permitting FCC engineers to subject systems to interference tests, etc.

Washington Star's WMAL-TV will transmit CTI's signals; studios may be set up in Hotel Statler rather than at station. No coaxial or microwave tests are scheduled, though CTI is expected to use coaxial in its own show.

Color Television Inc. has been getting kudos for its showings which began Thursday at The Emporium, big San Francisco dept. store. Retailing Daily reporter wrote: "Some reflections of blue background tinted white areas, and hair shadows and eye hollows particularly appeared bluish in tone." But, he went on: "Both long shots and close-ups were telecast and a highly colored scarf appeared in sharp clear

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colors. Successful colorcasting of motion was demonstrated by the waving of a flag.

FCC hasn't asked DuMont to show its black-and-white again; DuMont hasn't asked permission to and apparently won't.

We hear RCA is thinking about public demonstrations, now that it has cleared up major bug in its system, locked color phasing (Vol. 6:3). Though it won't disclose progress, it seems pretty clear RCA will show something in a single tri-color tube during comparative tests.

Into color act came DeWald Radio this week, claiming new color system that is all-electronic, compatible, requiring inexpensive receivers, allowing conversion of monochrome for less than $100. Inventor is chief engineer Mark Glaser.

President David Wald admits they haven't produced picture yet, but says: "The principle is so simple it almost astounded me. You do it with your present kinescope; you put nothing in front of it. We developed it as far as we can. We have the patents pending and we want the big manufacturers to come to us now." But he says system isn't in shape to be proposed to FCC.

Getting into gear with new National Television System Committee, chairman W. R. G. Baker announced that 18 participants have been invited so far: Electronics Magazine (Don Fink), Philco (Dave Smith), DuMont, Crosley, Zenith, IRE, CBS, TBA, Bell Labs, RCA, GE, NAB, CTI, Hazeltine, Admiral, Motorola, Westinghouse, John Hogan. More to come.

* * * *

CBS was pitching from several angles this week:

(1) Congressional attendance at showings was light but enthusiastic. CBS gathered highly favorable quotes from Senators Tobey, Williams, Gillette, Thye and Reps. Dolliver, Case, Feighan, Elston, Murdock. Steady stream of releases kept press aware of demonstrations and reactions.

(2) Amateur color converter makers were called upon, through announcements during demonstrations, to notify CBS of their work.

(3) Reprints of full-page Washington Post ad announcing tests (Vol. 6:2) were distributed with covering note giving these reasons for the exhibitions: "To gather information for the FCC; and as part of our continuing responsibility to the public to clarify the significance of the vital development in which CBS has actively pioneered."

(4) Tuesday night, Dr. Goldmark spoke to packed meeting (about 1200) of Washington IRE and AIEE groups, outlined characteristics of color in general and of the 3 systems, stressing advantages of his system.

* * * *

A confusing ad appeared Thursday in Washington Star: 3-columns wide by 16-in. deep, it was headed "Color Television...When?" and at bottom said "This Advertisement Published in the Interest of the Television Industry." Last 3 words were in large type, making it appear it was placed by industry. Then, in small letters, it read: "Please address comments to I. T. Cohen, Advertising."

Body of ad read, in part: "It is up to the industry to tell the public the truth -- that general transmission of color television will not come this year or next, but is something for the future; that, until color does come, viewers may enjoy black-on-white [sic] television with ever-increasing enjoyment..."

Inquiry developed it was an out-and-out hunt for publicity by agency with some local dealer accounts, obviously seeking more. Cohen said he ran ad on his own to get industry to relieve public's mind about imminence of color.

Washington public appears unworried, if set purchases are the index. Major distributors, at least, report they've sold first quarter quotas. "If we weren't selling all we can get," said one, "we'd be looking for things to blame; undoubtedly, color would be one. As it is, we feel no impact whatsoever."

Nevertheless, RMA is preparing question-and-answer pamphlet for dealers. Burden of text is that color isn't here now, should be compatible when it comes -- and that CBS system has basic disadvantages of incompatibility, deficient definition, limited size, mechanical disc.

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trade reports

PRESIDENT & CONGRESS EYEING SPECTRUM: Scarcity of radio frequencies, national and international, has brought action on several fronts:

(1) President Truman has begun formation of high-level, non-govt. advisory commission on communications (like recent Finletter Commission for aviation) to cover whole front. It's understood two of men asked to serve are Dr. Wm. Everitt, head of Illinois U's electrical engineering dept. (also on Condon Committee), and Dr. Irvin Stewart, former FCC member (1934-37), now president of West Virginia U.

(2) Sen. McFarland will soon devote himself to communications study, which includes govt. use of frequencies (Vol. 5:7,16). He has queried govt. agencies, particularly military, has number of responses.

(3) A Frequency Control Board, above FCC, to parcel spectrum between govt. and non-govt. services, is contemplated by Sadowski bill, HR 6949 (Vol. 6:3), introduced Tuesday.

(4) FCC Comr. Webster, long-familiar with problem of frequency scarcity, exhorted govt. and industry to cooperate in conserving spectrum, in talk before Armed Forces Communications Assn in New York Wednesday.

What this all means to TV is sheer guess at this time. But number of people, in and out of government, claim government could well give TV some channels immediately above Channel 13 (216 mc).

LATEST ON UPCOMING NEW STATIONS: San Antonio's KEYL, due to start next week (Vol. 6:3), has postponed formal debut to Feb. 15 on account of construction delays -- but it will still be first new station of year, No. 99 on rolls. And Iowa State College WOI-TV, Ames, which began tests Jan. 23, now reports Feb. 21 or 22 as starting date. Thereafter, you can expect tests starting March 1 by WTAR-TV, Norfolk (commercial operation April 2); probably March 1 by WJIM-TV, Lansing (Vol. 6:3). Rock Island's WHBF-TV still aiming for April 1 tests, but isn't sure it can make date.

First educational TV station, which will carry network kine commercials (Vol. 6:3), reports its signals are providing "clear and bright" reception in Des Moines, 27 air miles. It has had reports of very good reception under 55 miles, reasonably good reception 65-80 miles, some reception with inside antennas 15-20 miles. Test patterns are on air Mon. thru Sat. 3:30-5:30, Mon. thru Fri. 6-7.

Radio manufacturers paid $40,638,870 in Federal excise taxes on radios and TVs in 1949, RMA estimates. This is about $8,700,000 less than paid in 1948. TV is very insignificant amount of total, since TV as such isn't taxed; in TVs tax is only on radio components of sound system. RMA midwinter meeting in Chicago's Hotel Stevens, Feb. 15-17, will discuss repeal or reduction of radio excises.

Magnavox earned $775,700 ($1.17 per share) on sales of $13,776,892 during second half of 1949, its December quarter accounting for $727,016 earnings ($1.10) on sales of $9,451,994. No comparisons are available for last year's periods since company recently changed fiscal year to start July 1. During fiscal year ended Feb. 28, 1949, profit was $1,323,598 ($2.01), but for 4 months ended June 30, 1949, net loss was $893,057. President Richard O'Connor reports company has delivered 100,000 shares of "A" stock from sale of which it derived $1,300,000.

Hytron stockholders have authorized increase from 1,000,000 shares of $1 par common to 3,000,000 and have approved 100% stock distribution as of Jan. 25. They were informed that consolidated sales of Hytron and its subsidiary Air King in 1949 amounted to $16,500,000, compared with $7,938,000 in 1948; that current backlog of orders is $12,000,000; that 1950 sales are estimated at $30,000,000.

Sparks-Withington reports net profit of $183,186 (19¢ per share) for 6 mo. ended Dec. 31 vs. $339,467 (36¢) for same 1948 period and $457,416 (49¢) for same 1948 period.

RMA president Ray Cosgrove says 1949 TV set sales had factory value of $560,000,000, accounting for more than 65% of industry's gross income. With 4,000,000 sets produced since war, public's TV investment is more than $1¼ billion, he stated. Nearly 10,500,000 radio units accounted for factory value of $290,000,000 last year, auto radios doing particularly well (new high of 3,500,000 units). The 1949 factory volume of $850,000,000 from TV-radio sets compares with $750,000,000 in 1948, he estimates.

Armenian-born Sarkes Tarzian, onetime Atwater Kent design engineer, now an electronics parts manufacturer and TV-radio station owner (WTTV & WTTS) of Bloomington, Ill., is described as "The Man with the Midas touch" in feature article in Jan. 22 *Indianapolis Times*, which recounts how at 49 he has parlayed $40,000 in life savings into a "multi-million dollar corporation," employing 600 persons in factories in Bloomington, Hawthorne, N. J. and Philadelphia.

Packard-Bell reports sales for quarter ended Dec. 31 were $2,921,380, profit $221,318—and paid 25¢ dividend to stockholders of record Jan. 16. At same time, it released annual report for 1949 fiscal year ended Sept. 30, showing $5,437,871 sales, $183,630 profit (76¢ per share) compared with $4,400,119 sales, $50,509 (21¢) profit for year ended Sept. 30, 1948.

Westinghouse's Walter C. Evans reviews the history of "Electronics, Prodigy of Electrical Science" in January issue of *Westinghouse Engineer*.

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Television Digest WITH AM-FM REPORTS

Trade Report
January 21, 1950

1111 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020

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COLOR ISN'T HURTING SALES—YET: What's all this color TV publicity doing to set sales? Since Washington seems to be main proving ground, since it's scene of CBS's well-publicized current showings, preliminary survey this week by American Research Bureau for NBC tells eloquent story. Up to Wednesday of this week, only 200 calls had been completed, so findings are called "only indicative". Non-TV owners were asked: "What would you say is the chief reason you do not have a set?" Responses:

Less than 3% stated they were waiting for color; 47% gave finances as reasons for not owning sets; 28% said they weren't interested in having TV; 11% were waiting for clearer pictures; others gave various reasons. These answers compare closely with 1000-interview survey on same question last October.

Among dealers, also surveyed, it was found that "almost every prospective customer asks about color," when it will come, whether there will be converters. In main, those questions, while sales obstacles, do not stop sales. Dealers show strong undercurrent of resentment about color publicity and FCC demonstrations.

But local dealers say TV sales picture is still "excellent." Main thing hurting sales, they say, is not color but "multiplicity of new models" and "advertising of old models at giveaway prices." So -- "people wait for new models and better sets at lower prices."

WHAT THEY OFFER AT CUT-RATE SALES: Those cut-rate sales of TV sets, on inquiry, usually turn out to be: (a) floor models of discontinued numbers, (b) trade-ins and repossessions, (c) 10 & 7-in. models no longer being made. That's how we size up situation, after rash of ads in New York and Washington seemed to give lie to manufacturers' reports that inventories of brand-name sets were nil.

There's nothing like distress clearances of this time last year. Yet surprising amount of stock seems to be available for $99 sales for 10-in. and $77 for 7-in. And trade-ins are becoming more and more significant, retailers telling us they expect volume of such sets to grow as 7 & 10-in. owners turn them in on 12½ & 16-in. They're usually checked, put on floors with original list price indicated, marked down as specials for sales.

As for cut-rates on non-brand, private-label or discontinued items, these were some advertised this week: Vim-New York offered $50 china dinner set with purchase of 16-in. console at $200, identified only as "nationally famous...formerly $399.95." Earlier, Vim offered to throw in radio-phono console with every purchase of 16-in. table at $170, make unidentified. Lacy's-Washington offered 12½-in. table at $140, which turned out to have "Troubadour" label on it -- unknown to us. Hecht-Washington Wednesday advertised new Beverly 12½-in. at $160 (made by Olympic); also Philco 12½-in. at $160 (originally $260), consolette $200 (was $330); 16-in. consolette $250 (was $500).

TOPICS & TRENDS OF THE TV TRADE: They're still cracking the price line -- and this week there were more changes to add to the plethora we've reported last few weeks:

Crosley not only revised some prices of 1950 line (Vol. 5:46,49), but also upped dealer discounts 2-5%. Price of 12½-in. table is now $240, down from $280; console $290, down from $340; console with doors $330, down from $370; 16-in. console $380, down from $400. Suggested dealer discount for 12½-in. table is 30-31%, for 12½-in. console 31-32%. Sales v.p. W. A. Blees says "pro-dealer philosophy" has added 400 major outlets in last 5 months, with anti-price-cutting campaign resulting in cancellations of 25% of West Coast franchises.

Entire GE 12½-in. line is being reduced as follows: mahogany table 12T3, from $240 to $230; 12T4, same in blonde, from $260 to $240; console 12C7, from $290 to $280; 12C108, same in blonde, from $310 to $290; 12C109, console with doors, from

models be introduced mid-July or earlier; its 1950 convention will be in Atlantic City, June 12-16...North American Philips reduced retail list of its 3NP4 CR tube from $29.50 to $19.50 as of Jan. 3, calling this "lowest initial equipment and replacement cost on the market"; it's heart of Protelgram projection system...Emerson ad budget for 1950 reported as $5,000,000, Tele King's as $1,000,000...Stromberg-Carlson began new newspaper ad series Jan. 18, 1200 lines, stressing large-screen.

New TV manufacturer: Mars Electronics, 3000 N. San Fernando, Burbank, Cal. making Martel brand 12-in. table at $250, also 16-in. table and consolette not yet priced; will sell mainly for private label. Ted Ulmer is president, Edward R. Goodrum sales mgr...Federal Television Corp., 139 Duane St., New York, in full production on electronic magnifier for closeups, remote-controlled, now selling for $25... RCA Victor on Wednesday showed TV line to 300 Norfolk civic leaders, dealers, etc., as prelude to sales drive before opening of WTAR-TV (about April 1).

Trade personals: Gordon C. Knight, management engineer recently with George Fry & Associates, formerly personnel director of RCA Service Co., Camden, has joined Capehart-Farnsworth as administrative asst. to president F. D. Wilson . . . **R. A. Hackbusch,** president of Stromberg-Carlson Ltd., Toronto, elected president of Canadian Radio Technical Planning Board; **Gordon Olive,** CBC, v.p.; **S. D. Brownlee,** secy, RMA of Canada, secy-treas. . . . **Louis Chatten** resigns as director, v.p. and gen. commercial mgr. of North American Philips Co., New York . . . **A. George Rogers,** recently with Wilder Mfg. Corp., succeeds **Harold W. Schaefer,** now Philco, as asst. mgr. of Westinghouse Home Radio Division, Sunbury, Pa. . . . **Maurice L. Levy,** ex-consultant to Philco TV design section, now director of special engineering div., Teletone . . . **John C. Price** joins Gates Radio as sales engineer working out of Washington, so consulting engineering firm that succeeded late John Barron is now known as Gautney & Ray . . . **Stanley Glaser's** Sea Coast Appliance Distributors Inc., Miami, named RCA distributor for area; he's ex-Crosley.

Financial and trade notes: Television Fund Inc. pays 12¢ dividend Jan. 30 to shareholders of record Jan. 23; during 1949 paid 10¢ Feb. 15, 7¢ May 16, 6¢ Aug. 15, 16¢ Oct. 27 . . . Proxy notice for **Emerson meeting Feb. 1,** to vote on increasing directors from 7 to 9, discloses these salaries for fiscal year ended Oct. 31: Benjamin Abrams, president, $60,238; Max Abrams, secy, $40,089; Dorman Israel, executive v.p., $32,748 (plus $7995). Benj. Abrams owns 99,350 shares of capital stock (out of total 879,805); Max Abrams, 35,686 shares: Louis Abrams, 22,006; Dorman Israel, 2320.

In paying 75¢ dividend this week (making $1.50 for 1949), Motorola tells stockholders its unaudited figures place year's sales at approximately $79,000,000, profits in excess of $5.75 per share; that TV Division accounts for more than 50% of sales; that Auto Radio, Communications and Home Radio Divisions are also "making fine progress"; that it expects to increase present TV production of more than 50,000 sets per month.

Muzak will petition FCC, through attorney Paul A. Porter (ex-FCC chairman), for change in FM rules to permit its service to ride on stations' signals. Though Muzak speaks of "special multiplex," it's very interested in Raymond Wilmotte's system (not multiplex) which permits 2 signals on one channel (Vol. 6:2). Muzak asserts that FM stations feeding functional music, to offices, factories, etc., with commercials amputated by supersonic signal, are violating FCC regulations. Company wants FCC to "legitimatize" practice and permit it to get into act. Stations have been offering service considerably under Muzak's rates.

Local dealer advertisers of TV sets in 34 TV markets placed 30,314,906 lines of retail dealer TV advertising in newspapers during 1949, or 3 times more than for radio sets, according to *Media Records.* Newspapers in New York, Washington, Baltimore, Boston and Los Angeles accounted for 48.7% of TV set linage, 31.1% of radio set linage—New York alone accounting for 4,952,548 and 1,053,731, respectively. In such one-station cities as Houston, New Orleans, Memphis and (until latter 1949) Dallas, advertising of radio sets exceeded or closely matched that for TVs.

International TV standards committee (CCIR study group 11) is due to confer in U. S. and observe demonstrations March 27-April 7. Exact itinerary hasn't been laid out yet. In London, meanwhile, meeting on standards was held by representatives of Britain, France, Belgium, Holland and Luxembourg. They didn't agree, will meet again in Paris next month. Jan. 23 *Time Magazine* reports that Russia has TV stations in Moscow and Leningrad, is working on coaxial to link them with Kiev and Sverdlovsk.

British TV is booming as much as it can in that tight economy, now that country's second station (first is in London) has opened up in Birmingham. Over 200,000 sets are reported in use, 35,000 produced in November. Industry has goal of 400,000 output this year. BBC has plans to build 3 more stations in 3 years, expects to cover 70% of population by then. Within 5 years, 10 stations on air is objective, with 80% of population covered. London and Birmingham will be linked by cable, now being laid, containing two .975-in. and four .375-in. coaxials. With repeaters every 3 miles, larger has ultimate capability of handling 30-mc bandwidth. Present U. S. coaxial carries only 2.7 mc.

"Theatre Goes All-Free-TV," reports Los Angeles Chamber of Commerce TV committee's Jan. 12 bulletin, which says local Mission Theater, 4258 S. Broadway, is eliminating films, installing big-screen TV, plans free admission—manager Harold Gimbel counting on "snack pop" sales to make up for lack of boxoffice.

TV's impact on movies—with a twist: Movie theatre owner Meyer Phillips is reported, in Jan. 16 *New York Herald Tribune,* as telling E. Rutherford (N.J.) borough council that TV's competition is forcing him either to close doors or switch to burlesque. He wants to switch to burlesque.

Milton Berle booked as luncheon speaker for Feb. 8 TBA Television Clinic in New York's Waldorf-Astoria. He's also going to m.c. Radio Correspondents Assn dinner in Washington, Feb. 4, President Truman honor guest.

NBC's famous identifying chimes are now "official," Patent Office granting first audible trade-mark in history.

Though NBC and CBS don't release time-sales figures, this seems to be best information yet on how the 4 major networks fared in gross billings during 1949: NBC, $64,-013,296, according to Publishers Information Bureau; CBS, $63,403,583, also from PIB; ABC, $42,342,225, officially released; MBS, $18,071,695, officially released. Unofficially, it's understood NBC did better than $75,000,000, of which TV accounted for something over $10,000,000.

Against NAB's estimate that 1949 radio time sales (AM only, excluding TV & FM) were $435,279,000, up 4.5% from FCC's official total for 1948 (Vol. 5:53), *Broadcasting Magazine's* 1950 Yearbook estimates radio time sales at $429,000,000, up 3%; TV time sales $24,750,000, compared with $8,700,000 in 1948; FM time sales, between $6,000,000 & $7,500,000.

First 15 ad agencies in network TV billings in 1949, according to Jan. 18 *Today's Advertising*: J. Walter Thompson, $1,795,000; Young & Rubicam, $1,192,400; Kudner, $1,032,600; Wm. Esty, $943,000; Newell-Emmett, $692,500; Benton & Bowles, $443,000; Campbell-Ewald, $399,800; Lennen & Mitchell, $396,900; Hutchins, $395,-000; Kenyon & Eckhardt, $355,000; McCann-Erickson, $332,000; George R. Nelson, $325,000; N. W. Ayer, $303,-700; Biow, $241,000; Stanton B. Fisher, $188,000. Their aggregate time charges of nearly $9,000,000, trade paper avers, would be doubled if talent costs were added.

A 6-week study of radio-TV by House subcommittee on communications, beginning in about a month, is anticipated by Rep. George G. Sadowski (D-Mich.), acting chairman. In about 3 weeks, he plans to introduce his own bill ("my own, not FCC's or anybody else's") far broader in scope than McFarland bill passed by Senate (Vol. 5:34). Investigation is to cover: (1) TV, with emphasis on color and possibility of getting govt. frequencies for TV. (2) Use of frequencies by govt. agencies. (3) FCC's "punishment" powers, with eye to finding less drastic action the license revocation. (4) Broadcasters' liability for slander by political speakers using their facilities. (5) Fraud perpetrated through radio. (6) Sheppard bill to tighten up on networks, forbid station ownership by radio manufacturers.

Telecasting notes: Don Lee's Charles Glett has contracted with film director Wm. Dieterle to make series of half-hour TV films based on Capt. Don Wilke's *Secrets of Secret Service*, plus other films, to be syndicated thru Blair TV Inc. Associated with Glett and Dieterle are other ex-Selznick aides: Cecil Barker, now Don Lee executive producer; Lee Garmes, cameraman; McMilland Johnson, designer . . . **More baseball TV contracts signed:** Cleveland Indians, with Standard Brewing Co., probably on WEWS; Cincinnati Reds, Burger Brewing Co., WLWT & WCPO-TV; New York Giants, Chesterfield, WPIX; Washington Senators, Chesterfield, WTTG . . . **Sarkes Tarzian,** who owns WTTV & WTTS (AM) in Bloomington, Ind., has bought out local WSUA & WSUA-FM for reported $83,750; AM outlet purchased is 1-kw daytimer on 1010 kc . . . **KDYL-TV, Salt Lake City,** adds Mon., Wed., Fri. 3-5 p.m. to daily commercial schedule; already had Sun. 3-5, plans further afternoon expansion . . . **CBS Radio Sales** adds TV to AM network sales duties of Joseph R. Spadea, Detroit mgr. . . . Published reports (*Cleveland Press, Variety*) **Cleveland's WXEL** may be sold in whole or part to *Cleveland Plain Dealer* (WHK-AM) in connection with latter's new TV Center, are unqualifiedly denied by owner Herbert Mayer.

Will of late Thomas S. Lee (Vol. 6:2) leaves his $9,500,000 estate (Don Lee radio and auto agency business) to 80-year-old uncle, R. D. Merrill, wealthy Seattle lumberman. Will was written 16 years ago.

Personal notes: Ed Borroff resigning from Taylo Borroff, station reps, to join KPHO-TV, Phoenix, in whic he owns part interest; **Ted Taylor** taking over his intere in rep firm . . . **Alexander Stronach Jr.** promoted to AB national director of TV program operations under Charle C. Barry, radio-TV program v.p. . . . **Joseph A. McDonal** ABC v.p.-gen. attorney, elected to TBA board, succeedin ABC president **Robert Kintner,** resigned . . . **John W. Co lins,** ex-*Southern Agriculturalist*, new sales mgr. WAGA-TV, Atlanta . . . **M. L. McElroy,** ex-Cluett, Pe body & Co., becomes ANA media-research v.p. Feb. 1 . . **H. L. McClinton,** ex-Ayer v.p., is president of new agency opening May 1 to be known as Carlock, McClinto & Smith Inc.; **Paul Smith,** Paul Smith Adv. Inc., is v.p. an chairman of plans board; **M. E. Carlock,** ex-Benton Bowles v.p., is v.p. and secy. . . . **Herbert Gruber** quit Biow to become radio timebuyer with Cecil & Presbre . . . **Thomas G. Slater** elected Ruthrauff & Ryan v.p. charge of network relations, programs and talent develop ment . . . **Norman Lindquist** quits Malcolm-Howard Ad Agency, Chicago, to be TV director of Atlas Film Corp Oak Park, Ill.

Network accounts: NBC-TV moving *Who Said Tha* Jan. 30 to Mon. 10:30-11, offering it for local sponsorshi to all affiliates; it's NBC's first cooperative . . . **Ford Mot Co.** starts Feb. 1 to sponsor Wed. 7-7:30 segment *Kukla, Fran & Ollie* on NBC-TV, RCA continuing Mo & Fri., **National Dairy** Tue. & Thu. . . . **Joe Lowe Cor** (Popsicles) buys CBS-TV for *Popsicle Parade of Star* for 10 weeks, time and hour not yet decided . . . **Packar Motor Car Co.** buys weekly half hour on ABC-TV, tim and programs not decided but Thu. 9:30-10 asked for . . **Pontiac** bought CBS-TV Jan. 18, 9-9:30, with Arthu Godfrey touring General Motors' Waldorf-Astoria ex hibits . . . **Emerson Radio** reported rejoining network T sponsors shortly . . . **Lehn & Fink** (Hinds products) start ing participations in DuMont's *Cavalcade of Stars* an *Cavalcade of Bands.*

Program and sponsorship notes: On heels of Vi **Stores-RCA** combined sponsorship of *Talent Battle of th Boroughs* on New York's WNBT (Vol. 6:2), contestant being picked up from neighborhood RKO theatres, WOR TV announces *Talent Parade* from stages of Skour theatres in N. Y., starting Feb. 1, Wed. 8-9; Tiny Ruffne will m.c. 11 acts weekly until May 3 selection of winner b ballot . . . CBS-TV preparing *Stage Door* dramatic series based on Ferber novel and stage play . . . Among new T spot users or prospective users currently reported: **DeSot** thru BBDO; **California Packing Co., Hood Rubber Co. Ohio Bell,** thru McCann-Erickson; **Gruen Watch,** thr Grey Adv.; **Newport Soap Co.** (White Magic Soap) an **Dennison's Food Co.** (on KTSL), thru Brisacher, Wheele & Staff; **Popping Package Popcorn** (also KTSL).

TBA is sending sample rate card to stations, covering base rate, announcements, participations, time discounts rehearsal, film and remote facilities charges, etc. Car is recommended by TBA as pattern. BAB also ha standardized TV rate card, which it's mulling with AAA representatives before sending to stations.

Add profit-making TV stations: NBC's New Yor WNBT was $500,000 in black during 1949, including de preciation and all other charges, according to offici sources. Its Washington WNBW "just about broke even" and its other 3 TV stations were "substantial losers."

FCC staff goes to Bridgeport Jan. 24 to inspect RCA-NBC's uhf installation (Vol. 5:53). Station is on regula schedule, sets are still being installed.

NAB 1950 convention in Chicago's Stevens Hotel ha engineering sessions April 12-15, management April 17-19

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2,837,500 TV SETS MADE DURING 1949: December's 350,500 TV output brought 1949 total to 2,837,500 -- well in excess of our 2,750,000 estimate. And it brings cumulative postwar TV production to 3,995,000, which is comfortably in excess of Jan. 1, 1950 estimate of 3,950,000 sets-in-use (see p. 4).

Slowdowns just before and after Xmas, plus tooling up for new lines, accounted for decelerating weekly rate of production reported by RMA for December: first week 91,424, second 87,336, third 68,323, fourth 44,978. This totals 292,061, but we've added conservative 20% to account for non-RMA and arrive at round figure of 350,500. December figure compares with 5-week November's 497,000 and 4-week October's 365,000 (Vol. 5:52).

The 2,837,500 TVs for 1949 compare with RMA's count of 866,832 in 1948, 178,571 in 1947, 6476 in 1946 (when industry resumed, postwar), and 10,000 estimated for all prewar. In other words, even if RMA figures were projected to include non-RMA, more than twice as many TVs were made in 1949 as in all other years combined.

December radios of all kinds totaled 998,993, including TVs, according to RMA. This compares with 1,324,359 in November. Thus RMA alone reports 9,680,773 in 1949, which compares with 14,132,625 in 1948, 17,695,677 in 1947, 13,326,985 in 1946. RMA's December TV breakdown: table models, 167,752 (8083 with AM and/or FM); TV-only consoles, 91,739; combination consoles, 32,570 (22,960 with phonos, remainder with AM and/or FM-only).

RCA SOLVES ITS MAJOR COLOR PROBLEM: That big sigh of relief you hear comes from RCA. Simply stated, its color system now works. With the most significant development since color hearing started, RCA's engineers have tied colors down so that they don't drift willy-nilly all over the color spectrum (Vol. 6:2). Receiver is turned on and colors stay put without adjustment. Competent engineers had seriously wondered whether it could be done.

Frankly skeptical, after RCA's unquestionably poor performances in previous demonstrations (Vol. 5:42,48), we went out to Silver Spring (Md.) laboratory Wednesday and saw for ourselves. They've done it, no doubt about it.

Pictures still aren't perfect. We'd judge color fidelity slightly below CBS's. Definition is considerably superior to CBS's and the compatible black-and-white reception on standard sets is improved, if anything.

Clear whites, yellows and browns -- missing from the other demonstrations -- showed up and stayed true. Elated, Dr. George Brown said: "Look, no hands!" as technicians kept away from controls. Dichroic-mirror type sets were used, projections having been shoved into background, temporarily at least.

Defects were still evident: Red shades sometimes tinged bottom of picture; occasional red fringing (objects outlined with thin line of red).

RCA achieves stability by transmitting 3.6-mc "bursts" for each line, every 63 microseconds. These keep receiver exactly in step with transmitter. We suspect RCA might have done this before, except that it wanted to make capital of fact it proposed absolutely no change in standards.

Achievement still leaves RCA with 3 jobs, as we see it: (1) Further improve color quality. (2) Bring picture out of that dichroic mirror "tunnel," with single direct-view tube. (3) Reduce receiver complexity, cost and bulk.

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Proper single tube could solve many of RCA's problems (as it could for CBS and CTI), and we have a strong suspicion RCA really hopes to have it for Feb. 23-24 comparative demonstrations -- even though spokesmen say merely that they'll demonstrate "status of advances" within 90 days (Vol. 6:1).

Ten sets are currently in production. First goes to FCC next week, second to Condon Committee shortly thereafter. Balance will come through, about 2 a week, to Commission's receiver distribution committee to decide where they go. Commissioners themselves haven't seen latest pictures, though staff has (Vol. 6:2).

Whether public showings will be made is undecided, though RCA feels it has a picture it can display without fear. Life Magazine has been shooting pictures of RCA as well as CBS color for as yet undecided publication date. Like CBS's, RCA test telecasts have been on daily afternoon and evening schedule.

Color adjacent-channel study was submitted to FCC by RCA this week. Conclusions are same as those it found for co-channel interference (Vol. 6:1): For purposes of allocation, color TV is no different from black-and-white. RCA's engineers haven't submitted study on how other kinds of interference (diathermy, oscillator, etc.) affect color, but they say that day-to-day work with color leaves little doubt problems are same as for monochrome.

COLOR STILL 'THE WASHINGTON STORY': While RCA was quietly sweating over its color system in suburban Washington lab (see p. 1), CBS continued to whoop it up downtown -- strutting its stuff with customary program and promotional brilliance.

CBS sets have been placed in additional strategic spots. Homes of President Truman, Senators Johnson and McFarland, Comr. Hennock now have them, in addition to other 6 commissioners. More will be spotted as fast as they arrive, presumably in homes of other VIPs.

Senators, Supreme Court, Cabinet and White House aides are scheduled to see demonstration Monday. Next 2 days, Congressmen are invited; Jan. 30, bigwigs of military and other govt. agencies. Demonstrations end Jan. 31, resume at FCC hearing Feb. 23-24.

Even facade of Washington's Walker Bldg., where public demonstrations are being held (Vol. 6:2), is emblazoned with colored signs about color TV inside.

Big publicity windfall came Friday, and CBS promoted it to hilt, when one Forrest Killy, electrician of Roselle, N.J., was reported to have rigged up CBS color converter out of old phonograph motor and cellophane -- for 30 cents. N.Y. Herald Tribune gave it front-page picture play, 3 columns wide. AP and UP put long story on wires. Saturday, Washington papers reported WTOP, FCC and Naval Research Lab technicians had done similar conversions for a few cents or dollars.

* * * *

Color Television Inc. has begun its pitch in San Francisco. Last week, it showed newsmen off-the-line pictures. This week, it telecast over KPIX, 1-2 p.m. daily. Wrote George Voigt in Jan. 9 Chronicle, which operates KRON-TV:

"It was a successful showing. The colors were true and pretty. The picture clear. To me, it was actually exciting to view. Here was beautiful color television on a screen as distinct as any black-and-white. But I'm not going to hold my breath until I have color television in my home. And I'd advise you not to either. It will be a long spell of breath holding."

CTI has 7 sets, is building more as it gets tubes. Plans are to have equipment in Washington by Feb. 10; arrangements for telecasting are being made.

* * * *

JTAC came away from session with FCC last week (Vol. 6:2) "tremendously encouraged," as one member put it. Comrs. Coy, Jones, Sterling and Webster and all 8 JTAC members were present. Comr. Jones still has jaundiced eye for anything JTAC might do, because of members' industry affiliations. But Commission majority urged group to continue work, cooperate closely with FCC staff.

Hint of "anti-trust" action against industry for "holding back" color was contained in Comr. Jones' speech before American Marketing Assn in New York Tuesday. Afterward, he made clear to reporters he was speaking for himself, didn't know

whether rest of Commission thought same way. [Editor's note: It doesn't; Jones is obviously minority of one, with one possible adherent, in his suspicions of "bad faith" on part of industry; moreover, he's Republican, and even that minority party isn't disposed to heckle industry unduly.] Burden of speech was that he doesn't believe FCC can rely on industry itself for optimum TV-radio development.

New National Television Systems Committee was established by RMA at Tuesday's New York meeting (Vol. 6:1). GE's Dr. W. R. G. Baker is chairman, Electronics Magazine's Donald Fink (also JTAC chairman and Condon Committee member) and Philco's David Smith (also JTAC), vice chairmen. Committee will study freeze and uhf in addition to color, submit reports to FCC and be available to FCC for chores.

* * * *

Color pot bubbled elsewhere, too: One Elman Meyers, Pompton Lakes, N.J., who has worked on color newsreels for Fox, is reported having "something worth investigating," according to major manufacturer, though it's added his ideas have theoretical limitations...FCC wrote Prismacolor Pictures, Chicago firm asking to join hearing (Vol. 5:47), that it hadn't shown sufficient evidence to warrant consideration, but that Commission would be glad to get real information and reconsider ...Those Rensselaer Polytechnic Institute men who claim new system (Vol. 5:50) haven't told anyone yet what they have, including an inquiring FCC. But they're scheduled to read paper on "Electro-Optical Filters for Color TV" at IRE convention in March. Title is clue to what they're thinking about -- something engineers have dreamed about for years...CBS's Dr. Goldmark speaks to Washington IRE Jan. 24.

GOOD START FOR LANSING & KALAMAZOO: Before end of March, possibly earlier, 2 more of Michigan's most populous areas will be opened up as TV markets -- Lansing and Kalamazoo. Thanks to service already obtainable from Grand Rapids' single station, and to lesser extent from Detroit's 3, these cities and their contiguous areas have quite a few receivers already. Fact is, Kalamazoo's WKZO-TV already claims 46,640 sets among the 1,587,600 people it claims it will cover.

Within 40 miles of Kalamazoo, for example, are such towns as Battle Creek, Allegan, Coldwater, Dowagiac; within 60 miles are Grand Rapids, Holland, St. Joseph, Lansing, Jackson, South Bend, Elkhart, Goshen. Nearest other station on its Channel 3 is in Milwaukee, 130 mi.

As for Lansing's WJIM-TV, which has asked FCC for STA to start tests Feb. 21 (with temporary 500 watts), its 40-mi. radius will include Jackson, Owosso, Charlotte; 60-mi. will embrace Grand Rapids, Saginaw, Battle Creek, Flint. Nearest other occupant of its Channel 6 is in Indianapolis, 217 mi.

Both new Michigan outlets plan own relays for network interconnections. Kalamazoo is tying into AT&T coaxial at South Bend, 59 miles away, with one relay via Marcellus, claims this is first such interconnection authority sought since FCC lifted ban (Vol. 5:47). Lansing will interconnect from Detroit, 82 mi., via Oakland.

Definite commercial starting dates of both remain to be announced, depending on progress of transmitter, tower and relay installations.

TEXAS, IOWA OUTLETS NEXT; FOX DROPS: Next to start, among the even-dozen CPs still on tap, will be San Antonio's KEYL on Channel 5 and Iowa State College's WOI-TV, Ames, on Channel 4. Former is now testing, begins regular schedules Feb. 1, will be nation's 99th station. Iowa's first outlet, covering Des Moines and other populous new markets (Vol. 5:49), was to begin testing this week end or early next week, now plans T-Day either Feb. 14 or 21.

San Antonio's second station began tests Jan. 10, exactly 63 hours, 28 minutes after arrival of transmitter -- claims this is installation record. Good reception of 9-5 daily test patterns has been reported as far away as Corpus Christi, 128 mi. As of Feb. 1, it begins daily Multiscope and test patterns for dealers 10-2, patterns 2-5:30, regular programs 5:30-9:30 or later. Kine commercials will come from 3 networks, starting with Fred Waring from CBS, Lone Ranger from ABC, Morey Amsterdam from DuMont.

Prospective advent of Iowa State's WOI-TV has raised some policy questions, which Board of Education has resolved. Like its AM counterpart, WOI-TV must be

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"non-commercial." But it needs programs, and Board of Education has authorized it to accept network service (kine recordings until interconnection next October) and apply revenues to purchase of more equipment. It will carry no local or other commercials. Having no camera chain yet, it will rely for time being on films and is committed to relinquish any network arrangements as soon as commercial stations are built. (There are no Iowa CPs, so nothing is in prospect until end of freeze.) It will operate Mon. thru Fri. 6-9, with test patterns Mon. thru Sat. 3:30-5:30.

Since Des Moines market is new, set makers are planning heavy sales -- particularly in nearby towns and rich farm area. RCA already has 60-man installation-servicing crew headquarters in Des Moines. Notes on other upcoming new stations:

Looks now like Feb. 15 testing date for WHAS-TV, Louisville, whose tower was up to 350 ft. Thursday, same day GE shipped 12-bay superturnstile called "largest of its kind in the world"; it weighs 4 tons, will radiate from 48 bat-wing-shaped antenna elements spaced in groups of 4 about every 6 feet. "Our own picture is much brighter, and so is TV's," says Courier-Journal in formal statement that "no further bids will be entertained" for purchase of WHAS and WHAS-TV.

Two more months are needed to get WCON-TV's 1056-ft. Ideco tower up, tallest TV mast yet. That means about April 1 for tests of Atlanta's third station... WSYR-TV, Syracuse, begins installing 200-ft. antenna Jan. 23 week. NBC-TV announces it is 27th interconnected as of Feb. 15, but tests aren't likely before March 1.

* * * *

Dropping all 5 of its station applications, 20th Century-Fox gave as its reason that it wants to concentrate on theatre-TV, more in its line. It had gone to hearing on San Francisco, had also applied for Boston, St. Louis, Kansas City, Seattle. Gearing for FCC theatre-TV hearing (Vol. 6:2), 20th Century has renewed contract with RCA for theatre-TV equipment (Vol. 6:1).

CP for WRTV, New Orleans, is now permanently off rolls, FCC this week finalizing proposed decision against extension (Vol. 6:1)...FCC general counsel filed opposition to Raytheon petition for rehearing on denial of extension of WRTB, Waltham (Vol. 5:6,7,26,52), and final decision due momentarily...Uhf experimental station W2XMT, New York (Ira Hirschmann), dropped from rolls this week because FCC found it hadn't been operated since February...Uhf experimenter John H. Poole (KM2XAZ, Long Beach, Cal.) authorized by FCC to buy 1-kw AM daytimer KWKW, Pasadena, for $57,500.

Count of TV Sets-in-Use by Cities

As of January 1, 1950

Sets-in-use rose to 3,950,000 as of Jan. 1, according to NBC Research's monthly "census" report estimating families and sets within 40-mi. service area (.5Mv). January report embraces non-TV served Norfolk. It represents 453,000 increase over Dec. 1 count (Vol. 5:52).

Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Baltimore	3	450,000*	124,000
Boston	2	1,175,000*	248,000
Buffalo	1	323,000	62,200
Chicago	4	1,438,000	337,000
Cincinnati	3	384,000	67,000
Cleveland	3	695,000	137,000
Columbus	3	225,000	33,900
Dayton	2	291,000	31,300
Detroit	3	839,000	145,000
Erie	1	112,000	15,000
Grand Rapids	1	182,000	9,500
Lancaster	1	85,000	25,200
Milwaukee	1	327,000	72,200
New Haven	1	557,000	66,500
New York	7	3,597,000	1,015,000
Philadelphia	3	1,184,000	350,000
Pittsburgh	1	742,000*	64,000
Providence	1	1,011,000*	27,000
Richmond	1	130,000	20,900
Rochester	1	208,000	21,200
Schenectady	1	258,000	52,000
St. Louis	1	474,000	77,800
Syracuse	1	199,000	24,600
Toledo	1	241,000	33,000
Utica	1	127,000	5,600
Washington	4	384,000*	91,000
Wilmington	1	183,000	24,100
Total Interconnected	53		3,180,000

Non-Interconnected Cities

Albuquerque	1	22,000	2,000
Atlanta	2	233,000	22,300
Binghamton	1	131,000	4,000
Birmingham	2	196,000	10,400
Bloomington	1	104,000	2,000
Charlotte	1	171,000	10,200
Davenport	1	133,000	6,300
Fort Worth-	1	269,000*	15,400
Dallas	2	277,000*	18,900
Greensboro	1	165,000	8,200
Houston	1	217,000	13,000
Huntington	1	132,000	4,200
Indianapolis	1	281,000	18,000
Jacksonville	1	94,000	6,000
Johnstown	1	250,000*	11,500
Kansas City	1	275,000	25,100
Los Angeles	7	1,372,000	335,000
Louisville	1	188,000	20,600
Memphis	1	177,000	14,100
Miami	1	117,000	15,400
Minneapolis-St. Paul	2	333,000	61,900
New Orleans	1	225,000	14,300
Norfolk	—†	196,000	1,200
Oklahoma City	1	138,000	16,000
Omaha	2	132,000	12,400
Phoenix	1	49,000	3,000
Salt Lake City	2	93,000	9,800
San Antonio	1	130,000	2,500
San Diego	1	113,000	20,100
San Francisco	3	825,000	33,800
Seattle	1	307,000	19,700
Tulsa	1	125,000	10,500
Others	—	—	2,200
Total Non-Interconnected	45		770,000
Total Interconnected and Non-Interconnected	98		3,950,000

* Family figures are based on estimates of 1948 population. Note that Boston-Providence, Dallas-Fort Worth, Baltimore-Washington, Pittsburgh-Johnstown coverages (hence total families) overlap. In case of Washington, total families embraces only D. C. metropolitan area. In case of Baltimore, total is claimed coverage of local stations, including overlap into Washington.

† WTAR-TV due to start scheduled operation in April, 1950.

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MARTIN CODEL'S
AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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January 14, 1950

LaSALLE ST. ON THE BUSINESS OUTLOOK: "Business has another year of high volume and good profits ahead. That is consensus [of] professionals who direct the investment of billions of dollars for trust companies, estates, endowment funds, banks, insurance companies, business corporations and individuals -- men who must size up business prospects before they weigh individual investment projects."

Thus does Chicago Journal of Commerce (Jan. 11) sum up industry-by-industry analysis, based on poll of 40 Chicago investment counselors, in which conclusion is: "TV provides the highlight...Construction and related activities provide solid substance. Ebbing farm income throws a slight shadow."

Summary of TV-radio prospects: "Brightest spot in the outlook is TV. Radio has more friends because of its surprisingly good performance in 1949. Consensus: TV has just started, radio not through." The vote: 20 said TV will have better year, 12 same, 2 less good, 3 TV better [but] radio less good."

As for motion pictures: "A victim of TV enthusiasm, movies score poorly..."

CBS SHOWS COLOR TV TO THE PUBLIC: Washington dealers and distributors were in something of a tizzy this week as CBS began showing its TV colors to some 500 people a day. Whether CBS is really "taking its case to the people," or merely trying to comply with FCC's request for information on public reaction preparatory to next comparative demonstrations Feb. 23-24, town is beginning to buzz.

CBS opponents naturally think this is its all-out pitch. They point to such things as full-page ad in Jan. 10 Washington Post (in color, $1346) inviting public to come and look, quiet but perceptible activities of recently-hired public relations counselor Ben Sonnenberg (Vol. 5:49), distribution of booklets reprinting hearing testimony of Frank Stanton and Smith, Kline & French's J. N. DuBarry.

Whether color demonstrations are actually depressing local TV sales, it's too early to tell. Merchandiser talk ranges from "only nominal effect" to loud wails from George Wasserman, head of George's, town's biggest chain dealer. Cried Wasserman: "I'm cancelling 55% of my orders, all because of this color business; 3 out of 5 potential customers say they'll wait for color."

One solid distributor laughed at that: "I respect George's ability in this business, but you can discount at least 99% of that." Another distributor was disturbed enough to send ad to factory and ask for advice on what to tell customers.

But impact can't be ignored. Mingling with crowds during early shows, we heard this general reaction: "Wonderful." From people who have TV sets, there was this fairly consistent reaction: (1) "I've had too much enjoyment out of my set to regret buying it or to worry about color." (2) "I understand I can convert my set to color whenever it comes along."

From those without sets: "I'd love to have one of these, but I wouldn't wait indefinitely for it if I really wanted television."

Newspaper coverage of demonstrations further upset set-sellers. They're uneasy about such headlines as: "Color TV Makes Hit With Public As Demonstrations Start Here"; "Test of Color Video Pleases Audience." Stories quite accurately reported uniformly enthusiastic public response, quoted results of CBS's first-day survey, which found that about 90% of viewers said: color is more enjoyable than

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monochrome; overall quality is good, very good or excellent; detail is very good or excellent; fidelity is good, very good or excellent. Brightness was "just about right" to 57%, "a little too bright" to 39%.

Dealers also complained to WOIC that color signals were fouling up demonstrations of sets. It's clear that not only CBS but local WTOP, owned jointly by Washington Post and CBS, have created antagonism among the makers and sellers of TV, which could hurt their time sales. CBS folk have already hinted at "boycott."

This much seems apparent: (a) People will be inclined to hold off buying if they are led to think color is just around the corner. (b) Surprisingly many expect color converters will take care of them when necessary.

CBS is using 8 Smith, Kline & French sets, feeding them from master set getting signals from WOIC. This gives good control, since operator at master set can keep all in proper alignment. Showings in downtown Walker Bldg. run 11 a.m. & 1 p.m. daily except Sunday until end of month. Demand for tickets is so heavy, demonstrations are booked up through next week.

Each viewer is given questionaire to check reactions in overall quality, comparison with monochrome, brightness, detail, fidelity, etc. Most viewers are greatly impressed, offer little or no criticism. Pictures carry same appeal and showmanship evident in earlier demonstrations (Vol. 5:41,48).

COLOR ISSUE ALIVE AND KICKING: Color TV was very much topic of concern elsewhere than at CBS showings during week. RCA had its top brass -- including Sarnoff, Folsom, McConnell -- in town to observe progress on its compatible system, claimed to be considerable. After closed session in Silver Spring lab, impression was given that proper color-phasing (to keep colors from changing) is just about licked; also tri-color tube is coming along nicely. If so, one of RCA's biggest problems is over.

JTAC also saw RCA's latest pictures this week. And several FCC people will get a look next week. JTAC was closeted with Commission Friday afternoon, was asked to continue studies of color and monochrome interference ratios. Apparently, majority of Commission is more willing to listen to JTAC than is Comr. Jones, who called it a "pseudonym of the RMA...here today and gone tomorrow" (Vol. 5:50).

That automatic switch invented by FCC staffmen (Vol. 5:46-49), permitting set to receive either standard 525-line or CBS 405-line without manual control, can now be made and tested by CBS. It had asked permission, and FCC granted non-exclusive rights for 6 months, waived royalties, asked for report when hearings resume.

Latest claimant to new color system is Theodore A. Wetzel, 2027 N. 47th St., Milwaukee, radio amateur. Many have come to FCC with ideas, but he's first in months to ask to participate in hearing. He offers no clue how he does it, but claims his system is entirely compatible, all-electronic, allows for conversion of stations and receivers at low cost.

At Chicago merchandisers' meetings, assurances were heard on all hands that color won't disturb present production. As one manufacturer put it to his convention, "Color is years off; it would be 2 or 3 years away even if we had a satisfactory system now, which we haven't."

But they may be reckoning without the psychological impact not merely of CBS's publicity but Senator Johnson's apparent conviction that color is just around the corner. The Colorado Senator reiterated his desires in speech before FCC Bar Assn dinner Thursday night -- with commissioners and members of his powerful Interstate Commerce Committee present. It's manifest his mind is made up, for he said:

"The essential thing is a decision for the long pull; not something that will please a few powerful interests for today's profits. I am confident the [Condon Committee] will fortify and bolster the Commission's decision that we are ready for color television now...

"It is in the public interest, therefore, to promulgate quickly broad and sufficiently general standards for color so that this delightful improvement may be developed naturally in the American free enterprise, non-monopolistic manner."

Still puzzling everyone is what "broad and sufficiently general standards" he conceives (Vol. 5:46).

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"Trade Report"

Emerson increased sales nearly $10,000,000 during fiscal year ended Oct. 31, total reaching record of $40,543,925. Earnings were also highest in company's history, amounting after taxes to $3,035,652 ($3.79 per common share). Sales compared with $30,926,842, net earnings with $2,401,769 ($3) for 1948 fiscal year. During last fiscal year, Emerson paid $1,040,000 in dividends, or $1.30 on 800,000 shares of stock outstanding. As of Dec. 23, 1949, stock distribution of one share for each 10 held increased shares 879,805. President Ben Abrams predicted 1950 sales will exceed last year's.

Raytheon looks to TV and govt. contracts for expected profitable second half of its fiscal year. Semi-annual report this week shows it lost $621,701 on net sales of $22,988,129 during 6 months ended Nov. 30, 1949 when govt. shipments were light. This compares with net sales of $28,332,115 and net profit of $680,048 (39¢ per common share) for same 1948 period.

FCC budget for fiscal 1951, $6,912,000, would allow only 12 new employes (in addition to present 1300-odd). Current year's budget is $6,600,000; increased salaries would account for most of increase. FCC's 159-page annual report for fiscal year ending June 30, 1949 is now available from Government Printing Office at 35¢. Report is dated, of course, but it's a good summary of all Commission's activities.

Use of Empire State Bldg. as transmitting site for WJZ-TV, WABD and WPIX (in addition to NBC's WNBT, already there) is expected to get go-ahead any day now (Vol. 5:38, 42, 47). WCBS-TV, WATV and WOR-TV have also shown varying degrees of interest in project but aren't prepared to move now. Structure allows tower up to 200 ft. to be added. Engineers are considering 3 different designs to effect multiple transmissions. NBC plans to emit FM also; WJZ may.

Consultant Raymond Wilmotte's work on FM was observed Friday by members of FCC; they're greatly interested in his research aimed at putting 2 FM signals on single channel. Wilmotte says system allows reception of weak signal in spite of stronger one on same channel. He feels it could give FM stations lift by permitting mobile and other services to ride on broadcasts, reports definite interest from one commercial outfit.

NAB's radio and TV directors will act as coordinators, won't have any administrative authority over other NAB depts. That was consensus of radio, TV, broadcast advertising committees, meeting in Washington this week. What's in store for BAB's Maurice Mitchell wasn't divulged, won't be until NAB board meets next Feb. 8-10 in San Marcos Hotel, Chandler, Ariz.

Leader of independents at NAB convention last spring (Vol. 5:16), WNEW program mgr. Ted Cott stays as chairman of unaffiliated stations' committee though Bernice Judis has withdrawn big New York station from NAB to save $7000 yearly dues.

Request that FCC throw out the proposed vhf-uhf allocations plan (Supp. 64) and move all TV to uhf, made by Communication Measurements Laboratory Inc., New York (Supp. 67), was denied by FCC this week. Commission said it will listen to company's proposals during hearing.

More sets-in-use as of Jan. 1, reported since NBC Research "census" of Dec. 1 (Vol. 5:52): Cleveland 137,300, up 18,300 in month; St. Louis 77,800, up 10,100; Kansas City 25,124, up 4724; Syracuse 24,566, up 5466; Erie 23,400, up 8900; Davenport-Moline 6344, up 1344.

San Francisco trip of FCC staff, to check Color Television Inc. progress, is definitely off (Vol. 5:52). CTI is ready, but Commission people are too busy and time for CTI Washington showing (Feb. 20) isn't far off.

Trade personals: Zenith's 6 new regional managers, and cities from which they will work: **Ray L. Hoefler**, New York; **Irving H. Herriott**, Chicago; **Edgar F. Lindgren**, Atlanta; **Hugh H. Boyer**, Cleveland; **James H. McKee**, Dallas; **Clarence Pagel**, San Francisco . . . **Martin L. Scher**, ex-Admiral, new gen. sales mgr. for Motorola-New York, **Frank Millman** sales mgr. of New Jersey div. . . . **Paul W. Tanner**, appliance sales mgr., and **Glenn Mills**, adv. dept., moved to Noblitt-Sparks (Arvin) TV-radio merchandising under v.p. **Harlan Foulke** and sales mgr. **Ray Spellman** . . . **Norman L. Harvey** new Colonial (Sylvania) director of engineering . . . **Alfred C. Viebranz**, ex-Washington representative, new gen. sales mgr. of Sylvania electronics division, **George Connor** moving over to photoflash div. . . . **Harold W. Schaefer**, ex-Westinghouse, now asst. to Philco engineering v.p. **Leslie Woods** . . . **Dr. Dayton Ulrey** retires as chief engineer of RCA tube dept., Lancaster, Pa., continuing as consultant . . . **Antony Wright**, Magnavox chief engineer, joining Capehart-Farnsworth as chief engineer, Consumer Products.

Station accounts: Vim Stores (radio-appliance chain) sponsors *Talent Battle of the Boroughs*, with Harry Hershfield as m.c., on WNBT, New York, starting Feb. 15, Wed. 10:30-11 . . . **Teldisco Inc.**, International Harvester distributor, sponsored *Stock Car Derby* from Kingsbridge Armory on WNBT, Jan. 14 . . . ABC adds **Bowery Savings Bank** on WJZ-TV, New York, and **Pilot Life Insurance Co.** on WBTV, Charlotte, and WFMY-TV, Greensboro, as sponsors for second release of *Crusade in Europe* . . . **Guinness Stout** sponsoring sports from N.Y. Athletic Club on WOR-TV, Wed. 9-conclusion . . . **Doubleday & Co.** (publishers) buying 10 spots weekly, in addition to feature films, on WPIX, New York . . . **Buick** bought 81 spots ($6550 worth) on ABC's 5 TV stations plus WMAL-TV, Washington, week of Jan. 2; same stations get 51 spots from Chrysler . . . Philadelphia's WCAU-TV claims *Snellenburg's TV Jamboree*, sponsored by big dept. store, is largest local sponsorship contract in TV history; remote live show starts from store auditorium Jan. 30, runs Mon. thru Fri. 2-3 . . . On WCAU-TV, also, **Sinclair Oil** is sponsoring *Bulletin TV News & Weather* Mon. thru Fri. 6:45-7, featuring "dealer of the day," part of National TV campaign, thru Morey, Humm & Johnstone Inc. . . . Screen Gems Inc. producing 5 films for **Borden** spot campaign, thru Young & Rubicam . . . **Hunt Foods Inc.**, Los Angeles, planning TV-radio campaign in California, thru Young & Rubicam . . . **Amalgamated Clothing Workers of America**, to promote union label for men's clothes, signs for 7 spots weekly, 39 weeks, on ABC's WJZ-TV, WENR-TV, WXYZ-TV, plus Washington's WMAL-TV, total contract reported by ABC Spot Sales at $138,380 . . . **United Fruit**, thru BBDO, testing TV with 15-min. *Stranger Than Fiction* on WNAC-TV, Boston . . . **Arnold Bakers Inc.** to sponsor *Faye Emerson Show* on WCBS-TV, New York, then may extend to other stations in its areas.

Studebaker reported considering national sponsorship of Capitol Record Inc.'s *Buster Keaton Show*, handled by Television Recordings Ltd. Capitol Records has *Bozo the Clown* and other shows in film production, and states it's now heavily in TV program field.

NBC has given FCC some information on Saturday night 2½-hour TV program plan which made DuMont kick to Commission (Vol. 6:1), said it has further information it wants to submit later. Inference is that change is in making.

ABC reports $42,342,225 gross radio billings for 1949, $1,391,991 gross TV billing; noted TV trend upward, rising from $6273 in January to top of $219,337 in December.

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tions. Thus, it's apparent that rate of increase of AM stations, which was fast and furious when wartime freeze was lifted, has decelerated considerably -- though fact remains that substantial number of new AM stations is still being built and sought. Applications dwindled to 553 from last year's 723: 309 for new stations, 224 for changes in facilities. Canada has 160 stations, Mexico 273, Cuba 94.

FM log is numerically imposing, too, despite current defections. Jan. 1 figures are 476 licenses, 315 CPs & CGs, 38 applications pending. Of these, 728 are on air, including 252 under STAs. Grants turned back to FCC during year numbered 7 licenses, 200 CPs & CGs.

Note: Foregoing recapitulations are based on 1950 AM-FM Directory, now in mails to our full-service subscribers. We've combined AM-FM stations under each city, so you can tell at glance number of aural stations in each city and whether an AM station has FM affiliate. This week, we begin new series of weekly Addenda, reporting actions of the FCC, applications, etc.; AM and FM activity will be reported in single Addenda (canary-colored sheets) covering both henceforth. For FM, as well as AM, there are sections listing stations and applications by frequency as well as by state and city.

PROGRESS REPORT ON THE COLOR SCENE: For purposes of allocation, color TV is no different from black-and-white. That's most significant of RCA's conclusions in its progress report filed with FCC this week. RCA's findings, if substantiated, would relieve one of Commission's prime worries -- that color might require station mileage separations different from those for black-and-white, knocking proposed allocation (Supp. 64) into a cocked hat. What's more, says RCA, offset carrier does color just as much good as it does monochrome.

It means FCC can tackle ending freeze without necessarily making color decision first -- if and when it's satisfied RCA is right.

RCA tested all 3 color systems -- CBS, CTI, RCA -- found them substantially alike from interference standpoint. It made subjective tests about same way JTAC did (Vol. 5:28,36). Its figures differ slightly from JTAC's; but RCA used 15 observers whereas JTAC used 100, so RCA thinks that may account for variations. Adjacent-channel study is under way, results to be filed in 2-3 weeks.

Offset carrier, for reducing co-channel interference, was extensively covered in report. Conclusion: Offset reduces interference just about as much as increasing station separation mileage by 50%. RCA also offset color systems against standard black-and-white and found conclusions still held true.

As for progress on its own system, RCA reported: (1) Experiments with 3.6-mc sampling frequency, instead of 3.8-mc, (2) Work on automatic color phasing, which RCA says system must have for home use, (3) It will demonstrate "status of the advances" made in research on single 3-color receiver tube, about 90 days from now, (4) Progress on portable equipment, (5) Twenty direct-view 10-in. sets under construction. First goes to FCC labs Jan. 16, second to Condon Committee Jan. 23. More will be made after experience has been gained with first 20.

RCA has been transmitting color, off and on, from Washington's WNBW for past week. It begins hour-a-day telecasts Jan. 16, to continue a month.

FCC gave RMA fairly polite brushoff regarding its National Television Systems Committee plans (Vol. 5:47-50). In light of politics surrounding color, it was much as expected. Chairman Coy, in letter to RMA's Dr. Baker, said FCC feels it shouldn't take any position on an NTSC since such committee is "designed to serve the industry." "The Commission's position," explained Coy, "is dictated by its desire to avoid any implication that [an NTSC] is to be regarded as an advisory committee named by the Commission." But, he concluded, if committee is formed, it is welcome to testify in TV hearing.

What RMA is going to do about it will be discussed by TV Committee (Max Balcom, chairman), which meets in New York's Roosevelt Hotel Jan. 17. It's generally assumed it will go ahead with plans.

Latest on Sen. Johnson's and Comr. Jones' color thinking came in articles they wrote for Jan. 4 Variety. They haven't changed much. Says the Senator: "It

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include: (1) Seeking of forfeitures under FCC rules. (2) Cease & desist orders obtained in civil lawsuits. (3) Criminal actions under 1968 Omnibus Crime Control Act (barring wiretapping). (4) Civil action under copyright statutes. (5) Implementation of scrambling (already high priority for Home Box Office, others).

FROSCH ON SHUTTLE: "I'm not surprised people who need launch services are talking with anybody who can do it," NASA Administrator Robert Frosch testified last week, queried on Capitol Hill about Satellite Week story (Vol. 1:12 p1) that RCA Americom--concerned at Shuttle delays--is discussing Ariane launch for Satcom IV. (Telesat Canada also is talking to Europeans about Ariane. See p. 5).

Frosch, in appearance before House Subcommittee on Space Science & Applications, promised "better communications" with Shuttle users, said NASA will discuss with govt. users "revision" of launch schedule to accommodate commercial customers facing major uncertainties about when payloads slated for Shuttle will be launched.

Chmn. Fuqua (D-Fla.), asked Frosch what NASA intends to do to pacify angry Shuttle customers. Frosch said he plans users' conference in Europe (date & location undecided), and top-level meeting (held last week--closed to press) with executive officers of private Shuttle customers in U.S. & Canada.

Frosch said Shuttle budget for 1981 will be $6.15 billion, a 20% increase. He announced Shuttle reorganization: Responsibility for program will be divided between current Shuttle Associate Administrator John Yardley, who remains line manager of Shuttle program (development and system acquisition), and NASA Deputy Administrator Alan Lovelace, who takes over planning and management. (More on reorganization, p. 4).

Frosch's testimony coincided with release of report by 3 Presidential consultants on Shuttle (see p. 3). Frosch agreed with consultants that program was underfunded in early going, but said if NASA receives all the funds it seeks there will be enough to handle anticipated minor problems. He also laid out delivery schedule for 2nd, 3rd & 4th orbiters: June 1982; Sept. 1983; Dec. 1984.

Shuttle launch targets, outlined by Frosch: "We see a 10% chance for April, 50% for July, and 80-90% by Sept." Numbers didn't satisfy Rep. Wydler (R-N.Y.), asking bluntly: "Will the Shuttle fly by June?" Frosch: "I've told you the numbers; I don't know how I can be more specific." Wydler: "I just heard the numbers. They don't mean anything. I want to know what you believe."

Other testimony in 3 days of hearings: (1) Assoc. Administrator Anthony Calio said NASA's highest communications priority is "enhancing dramatically the capacity of each location along the geostationary arc." He said studies for NASA by ITT and Western Union Telegraph indicate need for 2,000 transponders by late 1990s but number of planned transponders for mid-to-late 1980s is only 280.

Responding to questions from Fuqua, Calio said cost of Landsat D remote sensing satellite will jump from $47 million to $85-$90 million, due to problems with thematic mapper (Vol. 1:12 p5).

(2) William Schneider, assoc. administrator for space tracking

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satellite services. Dramatic growth is evident in numbers reported by ESPN and SPN. SPN says it's doubled count in last quarter; ESPN just started last month. Madison Sq. Garden's sports package also shows strength.

Herewith is current lineup. Satellite Week will repeat this periodically:

TOP 20 CABLE SATELLITE PROGRAMMERS

Rank	Service	Distributor	TR No.	Subscribers (millions)	CATV Systems	Type
1	CBN	CBN	8	6.2	1,200	F
2	WTBS Atlanta	SSS	6	6.1	1,300	B
3	C-SPAN	C-SPAN	9	5.0	550	B
4	Madison Sq. Garden	UA-Columbia	9	4.5	450	B
5	ESPN	ESPN	7	4.2	600	A
6	HBO	HBO	22,23,24	3.0	1,200	P
7	Trinity	Trinity	12	2.5	138	F
8	Modern Talking Pict.	Modern Cable	22	2.1	285	A
9	Thursday Baseball	UA-Columbia	9	2.0	300	B
10	PTL	PTL	2	1.5	150	F
11	Calliope	UA-Columbia	9	1.5	300	B
12	Nickelodeon	Warner	11	1.2	270	B
13	SPN	SSS	21	1.1	144	A
14	WGN-TV Chicago	United Video	3	1.0	450	B
15	Showtime	Showtime	10, 12	0.9	450	P
16	UPI Newstime	SSS	6	0.7	900	B
17	WOR-TV N.Y.	E. Microwave	17	0.3	100	B
18	Star Channel	Warner	5	0.2	120	P
19	KTVU Oakland-S.F.	Warner	1	0.2	80	B
20	Home Theatre Network	SSS	21	0.1	n/a	A

Notes: A=Advertiser supported. B=Basic service--small fee paid by CATV operator, usually no added charge to subscriber. F=Free to cable operator. P=Pay service.

S-A HOMESAT PULLBACK: Abruptly changing gears, S-A no longer intends direct marketing of earth stations to residential market, is seeking to service market only through middlemen--mostly cable systems. Legal worries are one reason for decision--S-A fearing that Betamax copyright case (still on appeal) could set precedent establishing liability of hardware manufacturers for infringements. Also factor is S-A's belief that it's not equipped to handle arrangements and billing for programming.

"We do not intend to become part of an industry where signals are pirated," said S-A Chmn. & Pres. Sidney Topol, addressing 600 participants at earth station seminar at Atlanta Marriott. "De-regulation will support all of us, but only if it's handled in a professional way." Topol told us afterwards that S-A hasn't completed national marketing scheme for Homesat distribution beyond deal with Tele-Communications Inc. for western states (Vol. 1:14 p9). He said cable operators are natural allies in Homesat marketing because "they've spent the last 20 years figuring out how to bill customers."

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during flight, including use of physical force if necessary. (6) NASA has right to set medical and training standards for people on Shuttle. (7) NASA will establish policy to control artifacts and mementos brough aboard Shuttle and prevent post-flight commercial exploitation of memen tos.

In other testimony, Klaus Heiss, pres. of Econ, aerospace consult ing firm, blasted govt. for poor overall planning for next 2 decades, and Shuttle program in particular, seeing "clear need for at least 5 vehicles" instead of 4 being built. Heiss urged govt. to return to spa R&D role, allowing private sector to tackle practical applications.

William English, SBS vp, told Subcommittee that first SBS bird wi have to be launched by Delta because of Shuttle delays and "any further slip in the schedule for Shuttle operations would require SBS either to delay its 2nd satellite launch or to contract for a 2nd Delta launch."

NASA officials made conditional promise last week that Shuttle would fly on schedule in mid-1980. Kenneth Kleinknecht, Shuttle vehicle manager at Johnson Space Center, said installation, testing & replacement of 30,000 thermal protection tiles should be finished this year. He said 15,000 tiles must be re-tested, up to 3,000 replaced.

Other scheduling obstacle is development of on-board tile-repair system. First concept is 50-ft. boom arm with TV camera and manipula- tor; 2nd is astronaut gas-jet backpack (Manned Maneuvering Unit) allow- ing EVA manual repair of tiles. Another NASA official attacked NBC new report that all tiles would have to be replaced: "Totally misleading... typical of reporters who cover us part time."

SATELLITE NOTES

Neiman-Marcus Christmas catalog features Scientific-Atlanta Home- sat private earth station on p. 3. Unit costs $36,500 (compared with $20,000 for conventional Homesat), has all features of basic model plus remote control and tracking motor allowing 4.6-meter antenna to be aime at Satcom I or III. Catalog has circulation of 1.2 million. S-A's 5th Earth Station Symposium is scheduled for Oct. 29-31 at Marriott Hotel, Atlanta.

Home satellite receiver market still is nebulous, Radio Shack parent Tandy says in annual report. RS is investigating, but reports: "has ordered equipment and made decisions are inaccurate." Conceding that "it appears there are satellites in fixed earth orbit...aimed at U.S.A." and that "number of 'available' programs is large" and could be picked up by "just about anyone" with proper equipment. Tandy questio legality of home reception. Report says "the same sort of laws which prevent marketing of a tuner to receive multiplexed [SCA] background music programs might also come into play in respect to equipment for capturing satellite programs."

Canada claimed a first with press release announcing Sept. 26 st of direct-to-home TV broadcasting by satellite. Dept. of Communicatio said 12 hours of TV daily will be broadcast using 14/12 GHz transponde on Anik B. Communications Minister David MacDonald said "trial" of sys tem to last at least until spring is "not only to test the feasibility

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...but also to stimulate an important high technology industry in Canada." Ontario beam will carry TV Ontario, Northern & British Columbia beams will carry CBC & CTV programs. King family, Macdiarmid, Ont., got first terminal, B.C. project starts next month. DoC said earth stations, supplied by SED Ltd., Saskatoon, "could cost as little as $500, or even less, if manufacturers are able to sell to a mass market." Other details: Vol. 1:6 p4.

Upcoming satellite-related meetings: (1) Public Service Satellite Consortium Oct. 10-12 in Washington, to be keynoted by Rep. Van Deerlin (D-Cal.), Communications Subcommittee chmn.; other speakers include NCTA Pres. Thomas Wheeler, CPB Pres. Robben Fleming, NASA satellite expert Donald Dement. Sessions are planned on WARC, NPR, South Pacific satellite use, rural applications. (2) Common Carrier Assn. for Telecommunications of MDS, Oct. 14-16, New Carrollton, Md. (suburban Washington). (3) "The Home Information Utility" seminar, sponsored by the Yankee Group, Oct. 24-25, N.Y. (4) Information Industry Assn., Oct. 29-31, Washington. (5) Pacific Telecommunications Conference, Jan. 7-9, Honolulu.

Ariane L0-1 left Le Havre under conditions of secrecy, European Space Agency concerned that publicity could delay transit. Launcher parts, transported to pier by barge & truck, arrive at Cayenne, French Guyana, this week, will be trucked to pad at Kourou. "Campaign" starts Oct. 1 with Dec. 8-18 launch window--6 months overdue.

"Big Bird" reconnaisance satellite will be modified for Shuttle launch with bigger tanks allowing 80% increase in hydrazine fuel--increasing maneuverability of Air Force spacecraft. Aerospace Corp. & Lockheed reports show Big Bird solar arrays at end of 97-in. spacecraft will be modified for increased power and Shuttle retrieval. With added fuel, 5,000 kg satellite could operate for 18 months at 600 km orbit, return to 300 km orbit for recovery. Big Bird is said to have 12 equipment bays for various payloads, is 10 ft. in diameter.

Live satellite news for KRON-TV San Francisco is planned from Washington bureau, using Westar.

NASA guidelines on industry-govt. joint ventures in space processing of materials center on "equity partnership ventures" in which "risk capital and technical know-how of industry works in concert with the resource capabilities of NASA." Areas of potential commercial interest include materials processing for semiconductors, infrared detectors, nuclear detectors, microwave devices, machine tools, blood fractionalization, purified hormones, enzymes, vaccines, cell culturing, lasers, optics. Details: John Carruthers, EM-7, NASA, Washington 20546.

WTBS Atlanta (formerly WTCG) has started deleting local commercials from feed distributed to CATV via Satcom.

Anti-satellite weaponry is topic of PBS documentary "Real War in Space" Nov. 12, 8 p.m.

SATELLITE WEEK

The Authoritative News Service for Satellite Communications and Allied Fields

A SERVICE OF TELEVISION DIGEST, INC.

SERVING THE COMMUNICATIONS INDUSTRY — Television Digest — FOR MORE THAN 34 YEARS

OCTOBER 22, 1979 VOL. 1, NO. 13

SUMMARY-INDEX-CALENDAR

EARTH STATION DE-REGULATION: FCC eliminates licensing, coordination, CPs, in sweeping receiving terminal rulemaking. (P. 1)

FROSCH GRILLED ON SHUTTLE: NASA chief faces House subcommittee, acknowledges customers talking Ariane. (P. 2)

SHUTTLE NEEDS $1 BILLION: Report of consultants calls NASA problem mainly financial. (P. 3)

TELESAT TALKS ARIANE: Use of ESA launcher as Shuttle back-up sought for Anik D-1. (P. 4)

COMSAT ON FRONT BURNER: FCC starts inquiry. (P. 5)

LUXEMBOURG OPPOSED: Germans get French agreement to resist direct broadcast plan. (P. 5)

SATELLITE BRANCH SCRAPPED: FCC to disband, move functions to rest of Common Carrier Bureau. (P. 5)

TOPOL BULLISH: S-A chief sees thousands of Homesats. (P. 6)

FCC: Staff reviews recent Atlantic planning session: Oct. 24, 9 a.m.

EARTH STATIONS DE-REGULATED: FCC last week wiped out requirement for mandatory licensing, frequency coordination & construction permits for receive-only earth stations. Action--effective immediately--clears road for: (1) Use of antennas smaller than 4.5 meters--now usual FCC minimum. (2) Faster installation of terminals at radio stations, hotels, private homes.

Savings in legal & coordination fees will equal $1-$3,000 per installation; savings in time required before terminal can be installed will run 3-4 months (now required for completion of FCC paperwork); savings brought about by use of smaller antennas (for radio stations, probably 3 meters) may run $2-$5,000 per terminal. Overall, action means cost of turnkey installation, now in $20,000 range, may easily fall to $10,000 by next year.

Voting unanimously, Commission launched rulemaking to start self-licensing for operators desiring to retain protection of coordination--meaning that following coordination, operators could simply notify FCC of their intention to install station, without needing CP or license to go ahead. It's still unclear how many operators will want to retain protection from terrestrial interference, but indications are that many--especially radio networks-- will accept the risk. Teleprompter already has indicated it wants to waive coordination for planned network of 500 stations for distribution of Muzak programming (see p.7); wire services and other radio networks are expected to do same.

FCC said issue of unauthorized reception (under Sec. 605 of Communications Act) won't be ignored, though licensing won't be used as enforcement tool. FCC staff attorney Jane Mago said options for programmers seeking to protect services from unauthorized reception

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8-13-79

to offer the consumer a large number of channels and program choices at reasonable cost. Assuming a broadbased direct broadcast satellite service could be developed and approved by the late 1980s, cable TV's multiple channel offering would, by that time, be available to more than 2/3 of all American TV homes, and cable operators would be well positioned to provide a national consumer service network for the installation and servicing of home satellite antennas."

Scientific-Atlanta Chmn. Sidney Topol: "We can compete with any manufacturer in the world. We will be part of the evolution. Our major effort is to satisfy our customers for the foreseeable future. We're not going to dilute that effort."

SATELLITE NOTES

There's growing pessimism within NASA that Space Shuttle will meet summer 1980 first manned orbital flight target. New problem area: Possible faulty aluminum plate on large external fuel tank. Faulty manufacturing process at Reynolds Aluminum, McCook, Ill. may have caused "soft spots" in plate, so NASA is exploring testing required to identify suspect material. Shuttle main engine test resumption slipped to Oct. following test stand fire (Vol. 1:1 p4). Concern about efficacy of thermal protection tile system has provoked NASA review of plans to make first Shuttle launch orbital. Decision will be made, after Labor Day, on proposal for suborbital first mission to avoid exposure of vehicle and crew to full re-entry.

First applications for Scientific-Atlanta (S-A) home earth stations have been received skeptically at FCC. "It's illegal," declared staffer of International & Satellite Branch of Common Carrier Bureau--who went on to acknowledge that status could change as result of rulemaking on earth station licensing planned to start in Sept. (Vol. 1:2 p4). S-A refuses to disclose how many "Homesat" orders it has taken but we understand it's under 6. Those we've identified are: Lloyd Clary, WS67, Belton, S.C.; James Mellers, KT62, Ozark, Mo.; Richard Kirtz, WB61, Girard, O.--all applying for 4.6-meter antennas with installation costs listed in $20,000 range. S-A is understood investigating use of 3-meter antennas for future Homesat customers, if FCC approves. FCC currently has issued earth station licenses to individuals only for developmental purposes. Ohio businessman Kirtz tells us he was told by S-A that if tests were successful he would receive smaller antenna, with great discount in price. Kirtz says he said yes to Homesat because "I'm a TV junkie and I can't get cable TV here." Richard Campbell, S-A Homesat mgr., wouldn't comment on status of project, acknowledged interest in small antennas, said he didn't know about status of tests on smaller antennas. We understand S-A is in discussions with outside component manufacturers regarding supply of small antennas. Homesat is due to be featured in Christmas Neiman-Marcus catalog.

With WARC upcoming, Agency for International Development (AID) has $22 million available for up to 11 pilot satellite projects in 3rd world. Some on WARC delegation see program as way to increase support of U.S. satellite position, but fear that allocated amount won't be enough to sway many votes. AID intends projects on rural educational broadcasting and basic rural telecommunications. Countries receiving AID grants will control programs, but hardware must be made-in-USA unless AID grants

ATELLITE WEEK

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A SERVICE OF TELEVISION DIGEST, INC.

SERVING THE COMMUNICATIONS INDUSTRY Television Digest FOR OVER THIRTY-FOUR YEARS

AUGUST 20, 1979

VOL. 1, NO. 4

SUMMARY-INDEX OF WEEK'S NEWS

FCC HOME DISH OK: In reversal, FCC ays it will grant private earth sta- tion permits routinely, provided tech- nical standards are met, pending Sept. rulemaking. (P. 1)

SECRET SATCOM PLEA FAILS: Eastern Microwave fails in bid to have FCC secretly consider petition to deny Sat- com III launch; FCC cites lack of con- vincing case. (P. 2)

COMSTAR IV NEEDED SOON: Comsat Gen- eral tells FCC that launch of 4th Com- star satellite is desirable soon as possible. (P. 3)

MCA TALKS WITH COMSAT: Entertain- ment conglomerate discusses broadcast satellite programming--talks called 'preliminary.' (P. 4)

SATELLITE SEMINAR: Okla. meeting draws 505; user group formed; re- ceivers announced; new sessions plan- ned. (P. 4)

JAPAN SATELLITE PLANS: New satellite organization, to be formed by end of month under PTT, will launch fixed satellites in 1982, broadcasting satellites in 1983. (P. 4)

FCC TO APPROVE HOME DISHES: In abrupt reversal of long-standing policy, FCC will authorize private ownership of TV receive-only earth stations routinely, starting immediately. Decision to approve private terminals is historic--even though FCC has only 4 private applications pending--because it appears to clear way for direct-to-home broadcasting in U.S. from existing satellites.

"We're delighted to see some deregulation. You will see our Homesat activity expand," said Scientific-Atlanta Chmn. Sidney Topol. S-A ac- counts for 3 of pending private terminal applications; 3 other private S-A installations already have been approved--apparently because FCC staff didn't recognize they were for private use.

Comparing potential market for private earth stations operating with current satellites to market anticipated if Comsat's plan for direct-to- home service is approved, Topol said: "This market is in the thousands. The market Comsat's talking about might be in the millions."

Analyzing FCC's decision, Southern Satellite Systems Pres. Edward Taylor said: "The business is miniscule--only a few thousand people." More significant, he said, is that "this may start a wave of terminals in hotels and apartment houses--50,000 units with 100 customers each is 5 million people, and that's when we get excited."

Decision to approve applications for private terminals was made with- official announcement last week by Common Carrier Bureau Chief Philip Verveer, following discussion among staffers, some of whom had advocated waiting for result of earth station rulemaking, on FCC agenda Sept. 20.

While thrust of rulemaking seems certain to ease paperwork and frequency coordination requirements for receive-only terminal ownership,

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Verveer decided to allow routine grants for construction authority now, subject to all existing requirements of frequency coordination, permission for TV reception granted by program owners and compliance with technical rules.

Several programmers on RCA Satcom system already have indicated willingness in principle to provide programs to private terminal owners; others are emphatically opposed. Southern Satellite Systems' tariff at FCC includes provision for $60 annual fee for reception of WTCG Atlanta, but so far no licenses have been issued to individuals pending resolution of copyright questions.

Eastern Microwave (distributor of WOR-TV & WCBS-TV N.Y.) said it intends to license private terminal owners. So does Entertainment & Sports Programming Network, Bristol, Conn. Home Box Office says it won't issue licenses, will take steps to scramble programs to prevent unauthorized reception, as soon as suitable hardware can be produced.

In Oklahoma City last week, news of FCC decision on private terminals was received enthusiastically by Robert Cooper, holding a private terminal seminar for more than 500 industry representatives and intereste individuals. He believes cost of terminals to receive programs from current-generation satellites could reach $1,000 by 1980. (P. 4).

SECRET SATCOM PLEA FAILS: FCC has refused to withhold from public inspection a petition to deny launch authority for RCA Americom's Satcom II domestic satellite. Petition was filed in secrecy by Eastern Microwave (EM), Syracuse, N.Y., citing potential of grave competitive harm if its customers learned that it hasn't been granted transponder on Satcom III, slated for Dec. launch if FCC approves.

Details of secret petition were disclosed last week after EM decide to drop request for confidentiality rather than appeal Common Carrier Bureau denial of confidential treatment to full FCC. EM is resale common carrier offering signals of WOR-TV & WCBS-TV N.Y. to cable systems via Satcom I, intended to be replaced by Satcom III as main CATV satellite.

In petition, EM contended that disclosure would cause customers to buy service from competitive carriers with space on Satcom III, rather than continuing to orient their earth stations to Satcom I or building 2n earth station to receive signals from both satellites. EM also contended that information about its problems with Americom is being passed to potential customers by competitors.

Denying EM's request, Common Carrier Chief Philip Verveer said EM failed to present "clear and convincing case" for nondisclosure under trade secrets provision of Freedom of Information Act. "The mere fact that petitioner would not ordinarily release this information to the public is not dispositive," he said.

EM's assertion that denial of confidentiality would inhibit others from submitting similar complaints also was denied, Verveer citing Spanis International Network's complaint against Americom (Vol. 1:1 p2) as example of company "with competitive problems not unlike those" of EM which "has not requested that the information contained in its complaint be wit held from public inspection."

Directory # 8 —

Part VII — Experimental Television Stations Authorized

Fixed Stations on the Air Only Intermittently; Status as of July 1, 1949.

(Powers Are Peak Transmitter Outputs, as Authorized)

CALIFORNIA

PASADENA—W6XOR, construction permit to Pacific Video Pioneers, 712 Security Bldg., 520-540 mc, 780-800 mc, 30 watts visual.

SAN FRANCISCO—W6XJD, licensed to Television California, St. Francis Hotel, 580-630 mc, 1 kw visual and aural power.

COLORADO

DENVER—W0XEL, licensed to Eugene P. O'Fallon Inc. (KFEL), 480-500 mc, 1 kw visual-aural power. (See TV Addenda 3-L).

CONNECTICUT

BRIDGEPORT—KG2XAK, construction permit to National Broadcasting Co., Inc., 529-535 mc, 1 kw visual, 300 watts aural. Note: For details on proposed satallite operation with WNBT, New York City, see Vol. 5:7,8,13,18,19.

ILLINOIS

CHICAGO—W9XZV, licensed to Zenith Radio Corp., 6001 Dickens Ave., 54-60 mc, 1 kw visual power, 1 kw aural power. Zenith also holds license for W9XZC, 512-528 mc, 1 kw visual.

INDIANA

FORT WAYNE—W9XFT, licensed to Capehart-Farnsworth Corp. (IT&T), 66-72 mc, 4 kw visual, 6 kw aural.

WEST LAFAYETTE—W9XG, construction permit to Purdue University (WBAA), 66-72 mc, 750-w visual and aural.

IOWA

IOWA CITY—W9XUI, licensed to State University of Iowa, (WSUI), 44-50 mc and 210-216 mc, 100-w visual power.

KANSAS

MANHATTAN—W0XBV, construction permit to Kansas State College, (KSAC), 44-50 mc. 500-510 mc, 900-910 mc, 400-w visual, 200-w aural.

MICHIGAN

DETROIT—KQ2XBB, construction permit to Radio Electronic Television School, FM Division, 3730 Woodward Ave., 500-520 mc, 100 watts visual power, 50 watts aural power.

MISSOURI

KANSAS CITY—W0XFQ, construction permit to Midland Broadcasting Co., (KMBC), 480-492 mc, 200 watts peak output.

NEW JERSEY

ALPINE—W2XGW, construction permit to Major Edwin H. Armstrong, (WFMN-FM), 600-620 mc, 50 kw visual-aural power. (See Vol. 4:15).

CAMDEN—W3XEP, licensed to Radio Corp. of America, 82-88 mc, 192-198 mc, 30 kw visual and aural.

CLIFTON—W2XNJ, construction permit to North Jersey Broadcasting Co., (WPAT), 514-520 mc, 900-920 mc, 1302-1325 mc, 1 kw visual and aural.

CLIFTON—W2XVT, licensed to Allen B. DuMont Laboratories Inc., (WABD), 42 Harding Ave., 210-216 mc, 50 kw visual, 25 kw aural.

NUTLEY—W2XTA, licensed to Federal Telecommunications Laboratories Inc., 1990-2008 mc, 25-w visual power. FTL also grantee of W2XBH, 174-180 mc, 5.5 kw visual, 3 kw aural.

PRINCETON—W2XNZ, construction permit to Radio Corp. of America, RCA Laboratories Div., 500-520 mc, 5 kw visual and aural power. RCA also licensed for KE2XAY, 846-854 mc, 100 watts visual (400 watts peak).

NEW YORK

BROOKLYN—W2XDK, licensed to Sherron Metallic Corp., 1201 Flushing Ave., 76-82 mc, 210-216 mc, 500-510 mc, 10 kw visual power, 10 kw aural power.

JAMAICA—W2XJT, licensed to Jamaica Radio Television Co. (William B. Still), 148-18 Jamaica Ave., 210-216 mc, 400-w visual power, 100-w aural power.

NEW YORK CITY—W2XCS, licensed to Columbia Broadcasting System, (WCBS and WCBS-TV), 485 Madison Ave., 480-496 mc, 1 kw visual power, 1 kw aural power. CBS also holds license for W2XNU, 560-580 mc, 35-w visual power.

NEW YORK CITY—W2XMT, licensed to Metropolitan Broadcasting & Television Inc., (WABF-FM), 654 Madison Ave., 500-520 mc, 600-620 mc, 50-w visual power, 50-w aural power.

SYRACUSE—W2XGM, construction permit to General Electric Co., 186-192 mc, 50 kw visual, 25 kw aural.

PENNSYLVANIA

EASTON—KG2XAY, construction permit to Associated Broadcasters Inc., (WEST), 516 Northhampton St., 511-519 mc, 50 kw peak power (pulse transmission).

HARRISBURG—KG2XAX, construction permit to Keystone Broadcasting Corp., (WKBO), 31 N. Second St., 511-519 mc, 50 kw peak power (pulse transmission).

LANCASTER—KG2XB1, construction permit to Conestoga Television Assn., Salisbury Twp., 590-610 mc, 250-w visual power, 250-w aural power (for relay purposes).

PHILADELPHIA—W3XE, licensed to Philco Television Broadcasting Corp. (WPTZ-TV), Tioga and C Sts., 60-66 mc, 10 kw visual power, 11 kw aural power. Philco also holds CP for W3XNH, 580-600 mc, 3 kw visual and aural power.

READING—KG2XAY, construction permit to Reading Broadcasting Co., Inc., (WRAW), 533 Penn St., 511-519 mc, 50 kw peak power (pulse transmission).

SCRANTON—KG2XAF, construction permit to Scranton Times, (WQAN), 149 Penn Ave., 515 mc, 5 kw peak power (pulse transmission).

RHODE ISLAND

PAWTUCKET—KC2XAB, construction permit to Pawtucket Broadcasting Co., (WFCI), 450 Main St., 515 mc, 5 kw peak power (pulse transmission).

WEST VIRGINIA

CHARLESTON—W8XGZ, licensed to Gus Zaharis, 712 Fife St., 54-60 mc, 200-w visual power, 110-w aural power.

WISCONSIN

MILWAUKEE—W9XKY, licensed to The Journal Co., (WTMJ and WTMJ-TV), 540-560 mc, 700-720 mc, 900-920 mc, 100-w visual and aural.

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RMA Monthly Reports on
TV and Radio Set Production

Cumulative reports, based on figures submitted by RMA members to Haskins & Sells, auditors. *Note:* Admiral Corp. and various new TV manufacturers are not members of RMA, but it is estimated these figures embrace about 85% of all TV production.

RECEIVING SET PRODUCTION, 1946

	TV Table Models	TV-Only Consoles Direct View	TV-Only Consoles Projection	TV-Radio-Phono Consoles Direct View	TV-Radio-Phono Consoles Projection	Total TV Sets	Total Sets (AM-FM-TV)
Totals	5,070	1,344	10	1	51	6,476	13,326,985

RECEIVING SET PRODUCTION, 1947

January	4,790	548	67	....	32	5,437	1,564,171
February	5,362	786	94	....	1	6,253	1,379,966
March	5,346	1,179	87	21	2	6,639	1,377,269
April	3,971	2,242	87	686	40	7,886	1,759,723
May	5,646	1,614	92	1,207	131	8,690	1,316,373
June	7,654	2,242	191	1,278	119	11,484	1,213,142
July	5,546	2,406	185	1,860	2	10,007	1,155,456
August	7,984	2,181	92	2,008	18	12,283	1,265,835
September	23,185	2,758	4,831	1,965	–20*	32,719	1,339,980
October	13,503	3,456	3,258	3,452	15	23,693	2,002,303
November	14,674	2,782	1,396	5,225	58	24,135	1,615,541
December	17,763	2,861	1,604	6,972	145	29,345	1,705,918
Totals	115,424	25,055	11,984	24,674	543	178,571	17,695,677

* Adjustment for previous error.

RECEIVING SET PRODUCTION, 1948

January	16,740	4,999	2,116	5,967	179	30,001	1,339,256
February	25,594	4,287	1,272	4,671	65	35,889	1,379,605
March	37,833	5,373	1,693	7,187	51	52,137	1,633,435
April	33,803	3,065	1,794	7,629	48	46,339	1,182,473
May	37,642	1,881	1,113	9,533	8	50,177	1,096,780
June	47,588	4,363	1,146	11,249	7	64,353	1,113,870
July	42,193	2,495	1,167	10,217	17	56,089	683,438
August	52,464	4,021	922	7,546	....	64,953	934,997
September	61,765	14,672	1,031	10,630	97	88,195	1,280,446
October	56,752	23,420	1,137	13,803	104	95,216	1,134,378
November	73,234	29,817	1,984	17,113	156	122,304	1,116,127
December	91,069	42,069	3,008	24,627	406	161,179	1,237,820
Totals	576,677	140,462	18,383	130,172	1,138	866,832	14,132,625

RECEIVING SET PRODUCTION, 1949

January	76,561	29,921	487	14,033	236	121,238	830,871
February	82,198	22,638	1,055	12,827	220	118,938	716,538
March	112,537	50,928	2,400	16,383	113	182,361	861,147
April	102,120	49,656	1,442	13,318	....	166,536	673,005
May	112,359	40,883	1,026	8,986	8	163,262	640,778

CUMULATIVE THROUGH MAY, 1949

Totals	1,182,946	360,887	36,787	220,394	2,309	1,804,214*	48,877,626

*Includes 891 TV converters made in 1947.

Number of TV Sets-in-Use by Cities

As of June 1, 1949

As Estimated by NBC Research

Area	No. Stations	No. Families	No. Sets
Interconnected Cities			
Baltimore	3	732,000	63,100
Boston	2	1,175,000	95,700
Buffalo	1	323,000	23,700
Chicago	4	1,438,000	155,000
Cleveland	2	695,000	59,100
Detroit	3	839,000	60,000
Erie	1	112,000	4,200
Lancaster	1	85,000	8,500
Milwaukee	1	327,000	26,700
New Haven	1	557,000	32,200
New York	6	3,597,000	650,000
Philadelphia	3	1,184,000	177,500
Pittsburgh	1	742,000	20,000
Rochester	1(a)	208,000	2,100
Richmond	1	130,000	11,500
Schenectady	1	258,000	25,000
St. Louis	1	474,000	32,100
Toledo	1	241,000	15,000
Washington	4	691,000	48,000
Wilmington	1(b)	183,000	4,000
Total Interconnected	39	13,991,000	1,513,400
Non-Interconnected Cities			
Albuquerque	1	22,000	900
Atlanta	2	233,000	10,500
Birmingham	2(c)	196,000	2,200
Cincinnati	2	384,000	26,000
Columbus	1	225,000	6,900
Dayton	2	291,000	7,300
Fort Worth-Dallas	1 —(d)	269,000 277,000	5,100 5,500
Houston	1	217,000	4,800
Indianapolis	1	281,000	4,500
Los Angeles	6	1,372,000	138,000
Louisville	1	188,000	7,500
Memphis	1	177,000	5,600
Miami	1	117,000	6,300
Minneapolis-St. Paul	2(e)	333,000	17,100
New Orleans	1	225,000	4,500
Oklahoma City	1(f)	138,000	3,400
Providence	1(g)	1,011,000	10,000
Salt Lake City	2(h)	93,000	5,000
San Diego	1	113,000	3,000
San Francisco	2	825,000	8,200
Seattle	1	307,000	6,700
Syracuse	1	199,000	4,200
Others	—	—	51,400
Total Non-Interconnected	34	7,493,000	344,600
Total Interconnected and Non-Interconnected	73	21,484,000	1,858,000

(a) WHAM-TV began June 11. (b) WDEL-TV began June 30. (c) WAFM-TV began June 15, WBRC-TV begins July 1. (d) Included in coverage of Fort Worth station (WBAP-TV). (e) WTCN-TV begins July 1, makes second station. (f) WKY-TV began June 6. (g) WJAR-TV begins July 3 or 10. (h) KSL-TV began June 1.

National Sales Representatives
of TV Stations Now Operating

ABC SPOT SALES—WJZ-TV, New York City; WENR-TV, Chicago; WXYZ-TV, Detroit; KGO-TV, San Francisco; WMAL-TV, Washington. Note: First 4 are ABC-owned stations. ABC Spot Sales will also represent KECA-TV, Los Angeles when it goes into commercial operation.

BLAIR TV Inc., subsidiary of John Blair & Co.—KTSL, Los Angeles; WDSU-TV, New Orleans; KDYL-TV, Salt Lake City; WTVR, Richmond (shared with NBC).

THE BOLLING Co. Inc.—KPIX, San Francisco.

BRANHAM Co.—WMCT, Memphis; KFMB-TV, San Diego; WCPO-TV, Cincinnati.

CBS RADIO SALES—WCBS-TV, New York City; WCAU-TV, Philadelphia; KTTV, Los Angeles; WAFM-TV, Birmingham; WBTV, Charlotte; KSL-TV, Salt Lake City. Note: WCBS-TV is wholly owned, KTTV 49% owned by CBS.

DuMONT TELEVISION NETWORK—WABD, New York City; WTTG, Washington; WDTV, Pittsburgh. Note: All owned by Allen B. DuMont Laboratories Inc.

FORJOE & CO.—WTVJ, Miami.

FREE & PETERS Inc.—WPIX, New York City; WAAM, Baltimore; WAVE-TV, Louisville; KSD-TV, St. Louis; WBAP-TV, Fort Worth.

HEADLEY-REED Co.—WICU, Erie, Pa.; WTCN-TV, Minneapolis-St. Paul.

GEORGE P. HOLLINGBERY Co.—WWJ-TV, Detroit; WHAM-TV, Rochester.

THE KATZ AGENCY Inc.—WFIL-TV, Philadelphia; WMAR-TV, Baltimore; WKRC-TV, Cincinnati; WHIO-TV, Dayton; WSPD-TV, Toledo; WJBK-TV, Detroit; WAGA-TV, Atlanta; WHEN, Syracuse; WNHC-TV, New Haven; KLAC-TV, Los Angeles; WFBM-TV, Indianapolis; WKY-TV, Oklahoma City.

ROBERT MEEKER ASSOCIATES Inc.—WDEL-TV, Wilmington; WGAL-TV, Lancaster.

NBC SPOT SALES—WNBT, New York; WNBW, Washington; WNBQ, Chicago; WNBK, Cleveland; KNBH, Los Angeles; WBZ-TV, Boston; WRGB, Schenectady; WPTZ, Philadelphia; WTVR, Richmond (shared with Blair TV Inc.). Note: First 5 named are owned by NBC.

EDWARD PETRY & Co. Inc.—WSB-TV, Atlanta; WBAL-TV, Baltimore; WNAC-TV, Boston; WBEN-TV, Buffalo; KFI-TV, Los Angeles; WTMJ-TV, Milwaukee; KSTP-TV, St. Paul-Minneapolis

PAUL H. RAYMER Co.—WBRC-TV, Birmingham.

WEED & Co.—WATV, Newark; WBKB, Chicago; KTLA, Los Angeles; WJAR-TV, Providence.

ADAM J. YOUNG JR. Inc.—KLEE-TV, Houston; KSRC-TV, Seattle.

NO REPRESENTATIVES REPORTED—WGN-TV, Chicago; WEWS, Cleveland; KOB-TV, Albuquerque; WOIC, Washington; WLWT, Cincinnati; WLWD, Dayton; WLWC, Columbus. Note: WGN-TV represented by WGN New York office; WOIC by WOR Sales; WLWT, WLWD, WLWC by WLW New York and Chicago offices.

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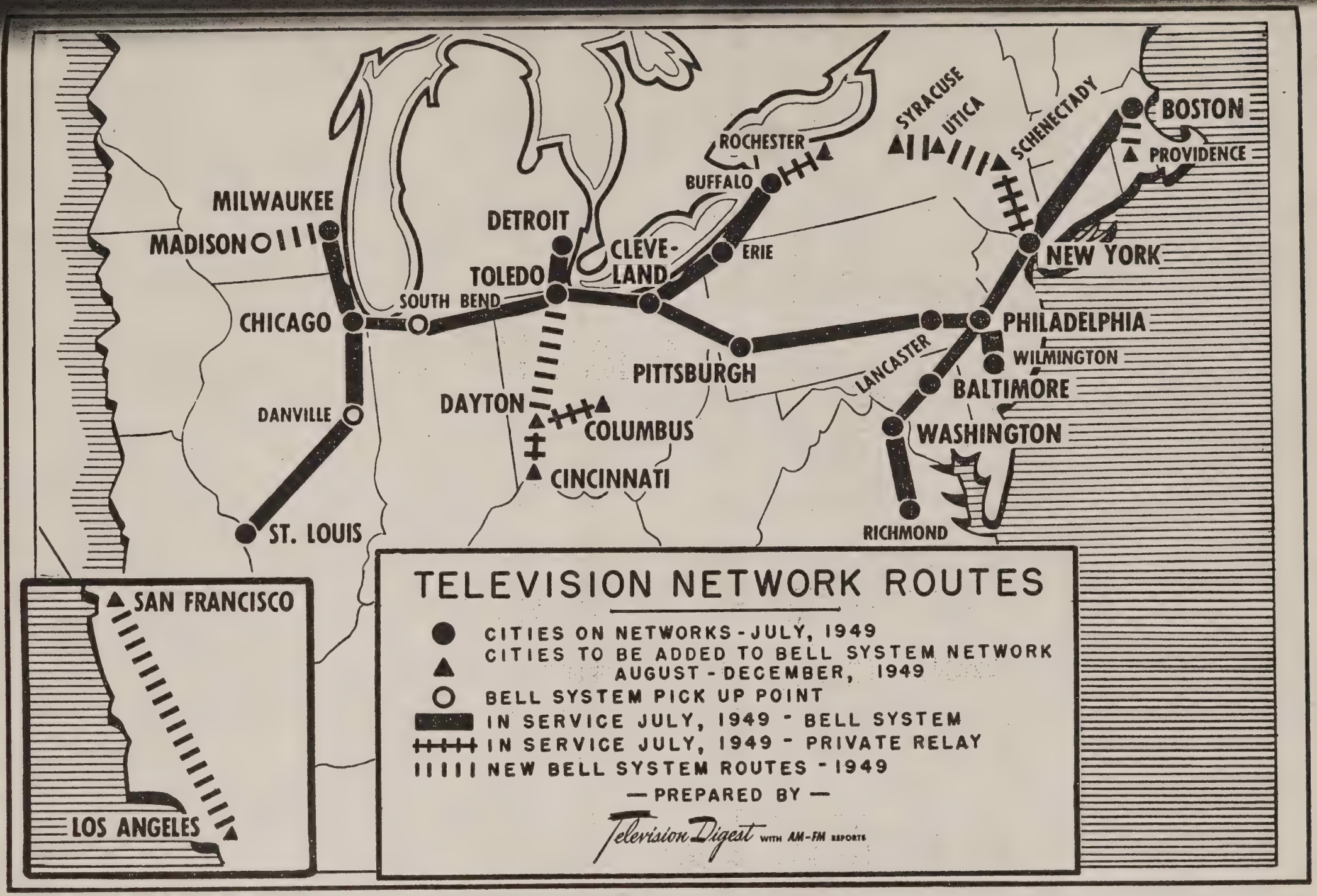

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Part III — CPs Outstanding and Applications Pending

Total as of July 1, 1949: 45 * Total as of July 1, 1949: 338

STAR (★) and BOLDFACE CAPITAL LETTERS OF CITIES DENOTE HOLDERS OF CPs; ALL OTHERS ARE APPLICANTS ONLY

NOTE: For details about applicants, see issue of TV Addenda or Newsletter indicated; or refer to FCC (BPCT) file by number given (in case of applicants), by TV call letters (in case of grantees). Designations for AM, network and newspaper affiliations, if any, are in boldface. Channel No., visual power, aural power, antenna height above average terrain, are stated in that order. CP date stated is date FCC granted CP. Designations of CP channels are as follows:

Channel No. 2 (54-60 mc)	Channel No. 6 (82- 88 mc)	Channel No. 10 (192-198 mc)
No. 3 (60-66 mc)	No. 7 (174-180 mc)	No. 11 (198-204 mc)
No. 4 (66-72 mc)	No. 8 (180-186 mc)	No. 12 (204-210 mc)
No. 5 (76-82 mc)	No. 9 (186-192 mc)	No. 13 (210-216 mc)

* Including WJAR-TV, Providence; WBTV, Charlotte; WCPO-TV, Cincinnati, due to go on air commercially during July, all of which are detailed in Part II—TV Stations: Rates and Data.

ALABAMA

Birmingham—Birmingham News Co., 2200 Fourth Ave. N. **WSGN (ABC). Birmingham Age-Herald and News.** No. 9, 25.8 kw visual, 12.8 kw aural, 911.5 ft. BPCT-386. TV Addenda 2-G.

ARIZONA

★ **PHOENIX**—KTLX, Phoenix Television Inc., 1517 Commerce St., Dallas, Tex. No. 5, 17.5 kw visual, 8.7 kw aural, 400 ft. CP 6-2-48. TV Addenda 3-A and 7-L. Note: Same interests hold CP for KEYL, San Antonio; applicants for New Orleans, Corpus Christi, Tex.

Phoenix—KTAR Broadcasting Co., 116 No. Central Ave. **KTAR (NBC).** No. 4, 15.3 kw visual, 7.65 kw aural, 350 ft. BPCT-409. TV Addenda 3-B.

Phoenix—T. M. and J. M. Gibbons, 812 N. Bedford Dr., Beverly Hills, Cal. No. 7, 30 kw visual, 15 kw aural, 1,010 ft. BPCT-575. TV Addenda 4-M.

Tucson—Leland Holzer, 501 S. Vermont Ave., Los Angeles, Cal. No. 6, 20 kw visual, 10 kw aural, 611 ft. BPCT-581. TV Addenda 5-A. Note: Also applicant for Boise, Albuquerque, Wichita Falls, Tex.

ARKANSAS

Little Rock—Mid-South Television Broadcasting Co., 661 Wilder Pl., Shreveport, La., (Willam Ramsey, administrator of estate of late W. Harry Johnson). No. 10, 3.1 kw visual, 1.6 kw aural, 399 ft. BPCT-466. TV Addenda 3-G. Note: Also applicant for Shreveport, Oklahoma City, Memphis, Jackson, Miss.

Little Rock—Southwestern Publishing Co., 920 Rogers Ave., Fort Smith, Ark. **Southwestern American and Times Record.** No. 8, 2.47 kw visual, 1.27 kw aural, 540.5 ft. BPCT-525. TV Addenda 4-B. Note: Also applicant for Tulsa, Oklahoma City.

CALIFORNIA

Bakersfield—Paul R. Bartlett, 1420 Truxton Ave. No. 8, 2.47 kw visual, 1.23 kw aural, 283 ft. BPCT-476. TV Addenda 3-H.

Bakersfield—Pearl Lemert, 625 Truxton Ave. No. 10, 1 kw visual, 1 kw aural, 441 ft. BPCT-233. TV Addenda 1-A.

Fresno—Donroy Broadcasting Co., 507 S. Flower St., Los Angeles, Cal. No. 4, 15 kw visual, 7.5 kw aural, 218.5 ft. BPCT-384. TV Addenda 2-G.

Fresno—California Inland Broadcasting Co., Patterson Bldg. **KFRE (ABC; CBS after Feb. 1).** No. 5, 17.1 kw visual, 9 kw aural, 1,931 ft. BPCT-413. TV Addenda 3-C.

Fresno—KARM, The George Harm Station, 1333 Van Ness Ave. **KARM (CBS; ABC after Feb. 1).** No. 7, 20 kw visual, 10.6 kw aural, 358 ft. BPCT-478. TV Addenda 3-H. Note: Same principals own KROY, Sacramento, also applicant for TV.

Fresno—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 7, 30 kw visual, 15 kw aural, 1,183 ft. BPCT-537. TV Addenda 4-C. Note: Also applicant for Denver, Salt Lake City, Seattle and Portland, Ore.

Fresno—McClatchy Broadcasting Co., 1559 Van Ness Ave. **KMJ (NBC). Fresno Bee.** No. 7, 26.9 kw visual, 13.45 kw aural, 317 ft. BPCT-449. TV Addenda 3-F. Note: Also applicant for Sacramento.

Fresno—Television Fresno Co., 1307 Security Bldg. No. 2, 14.2 kw visual, 7.09 kw aural, 511.6 ft. BPCT-451. TV Addenda 3-G.

★ **LOS ANGELES**—KECA-TV, American Broadcasting Co. Inc., 6363 Sunset Blvd. **KECA (ABC).** No. 7, 29.4 kw, 14.7 kw aural, 3,041 ft. CP 12-19-46. Note: ABC operates WJZ-TV, New York City; WENR-TV, Chicago; WXYZ-TV, Detroit; holds CP for KGO-TV, San Francisco.

Los Angeles—Los Angeles Broadcasting Co. Inc., 645 S. Mariposa Ave. **KFAC.** No. 13, 29.52 kw visual, 14.76 kw aural, 2,915 ft. BPCT-565. TV Addenda 4-J. Note: This channel is assigned to KMTR Radio Corp.; see KLAC-TV in Part I.

Oakland—KROW Inc., 464 Nineteenth St. **KROW.** No. 11, 28.2 kw visual, 14.8 kw aural, 1,650 ft. BPCT-235. TV Addenda 1-B.

Riverside—Broadcasting Corp. of America, Box 987. **KPRO.** No. 6, 1 kw visual, 500 watts aural, 44 ft. TV Addenda 7-L. Note: Same interest applicant for TV in San Jose.

Sacramento—Harmco Inc., Tenth & K Sts. **KROY (CBS).** No. 3, 17 kw visual, 8.5 kw aural, 415 ft. BPCT-485. TV Addenda 3-I. Note: Same principals own KARM, Fresno, also applicant for TV.

Sacramento—McClatchy Broadcasting Co., 911 Seventh St. **KFBK (ABC). Sacramento Bee.** No. 10, 29.3 kw visual, 14.65 kw aural, 263 ft. BPCT-450. TV Addenda 3-F. Note: Also applicant for Fresno.

Sacramento—Sacramento Broadcasters Inc., 1617 Thirtieth St. **KXOA (MBS).** No. 6, 15 kw visual, 7.5 kw aural, 350 ft. BPCT-411. TV Addenda 3-C.

San Diego—Airfan Radio Corp., U. S. Grant Hotel. **KFSD (NBC).** No. 10, 19.8 kw visual, 10.4 kw aural, 436.5 ft. BPCT-313. TV Addenda 2-A.

San Diego—Charles E. Salik, 828 San Luis Rey, Coronado, Cal. **KCBQ (CBS).** No. 6, 19.8 kw visual, 9.9 kw aural, 500 ft. BPCT-555. TV Addenda 4-G.

San Diego—Television Broadcasting Co., Box 577, La Jolla, Cal. No. 10, 2.67 kw visual, 1.34 kw aural, 565 ft. BPCT-314. TV Addenda 2-A.

San Diego—Video Broadcasting Co., 6331 Hollywood Blvd., Los Angeles. No. 3, 17.995 kw visual, 9.45 kw aural, 803.5 ft. BPCT-341. TV Addenda 2-C. Note: Also holds CP for Portland, Ore.; is applicant for San Jose.

★ **SAN FRANCISCO**—KRON-TV, The Chronicle Publishing Co., Fifth & Mission Sts. **KRON-FM. San Francisco Chronicle.** No. 4, 14.5 kw visual, 7.7 kw aural, 1,325 ft. CP 7-18-46.

San Francisco—Columbia Broadcasting System Inc., 140 Jesse St. **KQW (CBS).** No. 9, 31.4 kw visual, 15.7 kw aural, 1,306 ft. BPCT-372. TV Addenda 2-F. Note: CBS operates WCBS-TV, New York; has 49% interest in KTTV, Los Angeles; has applied for San Francisco, Boston, Chicago.

San Francisco—Don Lee Broadcasting System, 1000 Van Ness Ave. **KFRC (MBS).** No. 2, 32.5 kw visual, 16.25 kw aural, 2,371 ft. BPCT-22. Supplement No. 18. Note: Don Lee operates KTSL, Los Angeles; has San Francisco channel reserved pending decision on network practices hearing.

San Francisco—Paramount Television Productions Inc., 1501 Broadway, New York City. No. 9, 30.5 kw visual, 15.3 kw aural, 2,523 ft. BPCT-151. TV Addenda 1-G. Note: Paramount owns WBKB, Chicago, and KTLA, Los Angeles; thru 50% subsidiaries is applicant for Boston, Detroit, Tampa; also Des Moines (50%). Denial proposed due to interlocking ownership with Allen B. DuMont Laboratories Inc. (Vol. 4:51).

San Francisco—Television California, St. Francis Hotel. No. 11, 31.35 kw visual, 15.66 kw aural, 1,235.4 ft. BPCT-375. TV Addenda 2-F.

San Francisco—Twentieth Century-Fox of California Inc., 245 Hyde St. No. 11, 28.2 kw visual, 14.9 kw aural, 2,378 ft. BPCT-444. TV Addenda 3-E. Note. Same interests also applicant for Boston, Kansas City, St Louis, Seattle.

San Jose—FM Radio & Television Corp., 3654 Main St., Riverside, Cal. **KRPO-FM.** No. 13, 33.2 kw visual, 16.6 kw aural, 2,263 ft. BPCT-374. TV Addenda 2-F.

San Jose—Radio Diablo Inc., 798 San Mateo Ave., San Bruno, Cal. **KSBR-FM, San Bruno.** No. 13, 250 kw visual, 250 kw aural, 3,098 ft. BPCT-368. TV Addenda 2-E.

San Luis Obispo—Valley Electric Co., 851 Higuera St. **KVEC (MBS).** No. 3, 1.74 kw visual, 870 watts aural, 773 ft. BPCT-355. TV Addenda 2-D.

Santa Barbara—Radio KIST Inc., Balboa Bldg. **KIST (NBC).** No. 6, 1.68 kw visual, 840 watts aural, —305 ft. BPCT-574. TV Addenda 4-M.

Santa Barbara—M. R. Schacker, 1319 N. Doheny Drive, Los Angeles. No. 6, 1.5 kw visual, 750 watts aural, 260 ft. BPCT-403. TV Addenda 3-B.

Visalia—Sierra Broadcasting Co., 701 Noble St. No. 10, 30 kw visual, 15 kw aural, 655.3 ft. BPCT-569. TV Addenda 4-K.

COLORADO

Denver—Aladdin Radio & Television Co., 519 Sixteenth St. **KLZ (CBS).** No. 9, 31.6 kw visual, 15.8 kw aural, 922 ft. BPCT-426. TV Addenda 3-D.

Denver—Daniel & Fisher Stores Co., 1601 Arapahoe St. No. 4, 16.3 kw visual, 8.4 kw aural, 147 ft. BPCT-423. Addenda 3-C.

Denver—KMYR Broadcasting Co., 1626 Stout St. **KMYR.** No. 4, 29.6 kw visual, 14.8 kw aural, 403 ft. BPCT-488. Addenda 3-J.

Denver—Alf M. Landon, d/b as Landon Television Broadcast Co., Park Lane Hotel. **KTLN.** No. 5, 16.9 kw visual, 8.5 kw aural, 370 ft. BPCT-391. TV Addenda 3-A.

Denver—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 2, 15 kw visual, 7.5 kw aural, 217 ft. BPCT-526. TV Addenda 4-A. Note: Also applicant for Fresno, Salt Lake City, Seattle and Portland, Ore.

COLORADO (Continued)

Denver—Gifford Phillips, C. A. Johnson Bldg. **KGMI-CP.** No. 9, 27.9 kw visual, 13.9 kw aural, 314 ft. BPCT-510. TV Addenda 3-L.

Denver—Homer W. Snowden, d/b as Denver Television Co., 1517 Commerce St., Dallas, Tex. No. 2, 25.8 kw visual, 12.9 kw aural, 511 ft. BPCT-432. TV Addenda 3-D. Note: Also applicant for Shreveport, Oklahoma City.

CONNECTICUT

Bridgeport—Yankee Network Inc., Stratford Hotel. **WICC (MBS).** No. 10, 38.25 kw visual, 19.125 kw aural, 637 ft. BPCT-285. TV Addenda 1-I. Note: Operates WNAC-TV, Boston; is applicant for Springfield, Mass.

Hartford—Connecticut Broadcasting Co., 750 Main St. **WDRC (CBS).** No. 10, 20 kw visual, 11.1 kw aural, 768 ft. BPCT-195. Vol. 3:38.

Hartford—Hartford Times Inc., 10 Prospect St. **WTHT (ABC). Hartford Times.** No. 10, 29.1 kw visual, 29.1 kw aural, 833 ft. BPCT-273. TV Addenda 1-H. Note: Same ownership (Gannett newspapers and stations) applicant for Rochester, Elmira, N. Y.

Hartford—Travelers Broadcasting Service Corp., 26 Grove St. **WTIC (NBC).** No. 10, 15 kw visual, 11.65 kw aural, 802 ft. BPCT-193. Vol. 3:37.

Waterbury—Connecticut Radio Foundation Inc., 221 Orange St., New Haven, Conn. No. 12, 29.6 kw visual, 14.8 kw aural, 500 ft. BPCT-456. TV Addenda 3-G.

Waterbury—Nutmeg State Broadcasting Co., 173 Main St., Danbury, Conn. **Owned by WBRY (CBS)-Waterbury American and Republican; WATR (ABC), Waterbury; and Danbury News-Times (AM-CP—Lee Hat Interests).** No. 12, 27 kw visual, 14.7 kw aural, 790 ft. BPCT-204. TV Addenda 2-C and 2-F.

DELAWARE

Wilmington—Wilmington Tri-State Broadcasting Co. Inc. 414 French St. **WAMS (MBS).** No. 7, 1 kw visual, 600 watts aural, 300 ft. BPCT-593. TV Addenda 6-G.

FLORIDA

★ **JACKSONVILLE**—WJAX-TV, City of Jacksonville, 1 Broadcast Pl. **WJAX (NBC).** No. 2, 15 kw visual, 7.5 kw aural, 500 ft. CP 8-18-48. TV Addenda 3-K. Cited for lack of diligence in construction (TV Addenda 7-E, 7-I).

★ **JACKSONVILLE**—WMBR-TV, Florida Broadcasting Co., 118 West Adams St. **WMBR (CBS).** No. 4, 14.8 kw visual, 7.4 kw aural, 430 ft. CP 5-27-48. TV Addenda 2-F.

★ **JACKSONVILLE**—WPDQ-TV, Jacksonville Broadcasting Corp., 125 W. Church St. **WPDQ (ABC).** No. 6, 19.4 kw visual, 10 kw aural, 355 ft. *Requests change to 18.5 kw visual, 9.25 kw aural.* CP 8-13-48. TV Addenda 3-B. Cited for lack of diligence in construction (TV Addenda 7-E, 7-J).

Miami—Fort Industry Co., 1605 Biscayne Blvd., **WGBS (CBS). Miami Beach Star & Sun.** No. 7, 46.8 kw visual, 23.4 kw aural, 436 ft. BPCT-228. TV Addenda 1-A. Note: Same interests (Storer) operate WSPD-TV, Toledo; hold CPs for WJBK-TV, Detroit, and WAGA-TV, Atlanta; applicant for Wheeling, W. Va.

Miami—Isle of Dreams Broadcasting Corp., 600 Biscayne Blvd. **WIOD (NBC). Miami Daily News.** No. 5, 23.87 kw visual, 12.65 kw aural, 318 ft. BPCT-237. TV Addenda 1-A. Same interests (Cox) operate WSB-TV, Atlanta, WHIO-TV, Dayton.

Miami—Miami Broadcasting Co., 327 N.E. First Ave. **WQAM (ABC). Miami Herald.** No. 7, 29.9 kw visual, 14.95 kw aural, 328 ft. BPCT-218. See Vol. 3:47. Note: Same interests (Knight newspapers) own 45% of WAKR, Akron, applicant for TV; 42% of WIND, Chicago, co-applicant for TV.

Miami—Miami-Hollywood Television Corp., Great Southern Hotel, Hollywood. **WINZ.** No. 7, 17.7 kw visual, 12.2 kw aural, 502 ft. BPCT-397. TV Addenda 3-B.

Miami—WKAT Inc., 1759 N. Bay Road. **WKAT (MBS).** No. 7, 24.8 kw visual, 12.4 kw aural, 478 ft. BPCT-399. TV Addenda 1-B.

Orlando—Orlando Daily Newspapers Inc., 238 S. Orange Ave. **WHOO (ABC). Orlando Sentinel and Star.** No. 3, 14.3 kw visual, 7.45 kw aural, 534 ft. BPCT-547. TV Addenda 4-E.

Orlando—Sunshine Television Corp., 222 Brightwaters Blvd., St. Petersburg, Fla. No. 10, 3.128 kw visual, 1.564 kw aural, 240 ft. BPCT-550. TV Addenda 4-F. Note: Also holds CP for St. Petersburg.

★ **ST. PETERSBURG** — WSEE, Sunshine Television Corp., 222 Brightwaters Blvd. No. 7, 26.2 kw visual, 13.1 kw aural, 385 ft. CP 4-29-48. TV Addenda 2-C. Note: Also applicant for Orlando, Fla. Cited for lack of diligence in construction (TV Addenda 7-K).

St. Petersburg—Pinellas Broadcasting Co., 440 First Ave. S. **WTSP (MBS). St. Petersburg Times.** No. 5, 16.8 kw visual, 8.64 kw aural, 417 ft. BPCT-448. TV Addenda 3-F.

Tampa—Gulf Theatres Inc., Strand Theater. No. 2, 15 kw visual, 7.5 kw aural, 540 ft. BPCT-474. TV Addenda 3-H. Note: Owned by United Paramount Theatres Inc., which operates WBKB, Chicago, is also applicant for Boston, Detroit, Des Moines, all in name of subsidiaries.

Tampa—Tampa Times Co., 114 N. Franklin St. **WDAE (CBS). Tampa Times.** No. 4, 22.5 kw visual, 11.25 kw aural, 497.5 ft. BPCT-458. TV Addenda 3-G.

Tampa—Tribune Co., Lafayette & Morgan Sts. **WFLA (NBC). Tampa Tribune.** No. 9, 25.8 kw visual, 12.9 kw aural, 511 ft. BPCT-363. TV Addenda 2-E.

GEORGIA

★ **ATLANTA**—WCON-TV, Constitution Publishing Co., 683 Peachtree St. SE. **WCON (ABC). Atlanta Constitution.** No. 2, 4.9 kw visual, 2.5 kw aural, 930 ft. CP 1-8-48.

Atlanta—General Broadcasting Co., Box 1233. **WBGE.** No. 11 18.35 kw visual, 9.177 kw aural, 463.4 ft. BPCT-309. TV Addenda 2-A.

Atlanta—Georgia Institute of Technology, 90 Forsyth St. **WGST (MBS).** No. 11, 25.28 kw visual, 12.6 kw aural, 438 ft. BPCT-286. TV Addenda 1-I.

Atlanta—Eurith Dickinson Rivers Jr., c/o Station WEAS, Decatur, Ga. No. 8, 27.25 kw visual, 14.35 kw aural, 500 ft. BPCT-266. TV Addenda 1-G.

Macon—Southeastern Broadcasting Co., 617 Mulberry St. **WMAZ (CBS).** No. 7, 3.08 kw visual, 1.54 kw aural, 214 ft. BPCT-473. TV Addenda 3-H.

IDAHO

Boise—Leland Holzer, 501 S. Vermont Ave., Los Angeles, Cal. No. 6, 20 kw visual, 10 kw aural, 2,961.5 ft. BPCT-582. TV Addenda 5-A. Note: See Tucson, Ariz.

ILLINOIS

Chicago—Columbia Broadcasting System Inc., 410 N. Michigan Ave. **WBBM (CBS).** No. 11, 21 kw visual, 22.2 kw aural, 553 ft. BPCT-190. Vol. 3, No. 31. Note: See also San Francisco.

Chicago—Johnson-Kennedy Radio Corp., 230 N. Michigan Ave. **WIND. Chicago Daily News.** No. 2, 16.5 kw visual, 8.5 kw aural, 520 ft. BPCT-187. Vol. 3, No. 26. Note: See also Miami Broadcasting Co., Miami, Fla.

Chicago—Sun and Times Co., 230 N. Michigan Ave. **WJJD. Chicago Sun and Times.** No. 13, 37.5 kw visual, 31.8 kw aural, 562 ft. BPCT-196. Vol. 3, No. 38. Note: Same interests (Marshall Field) applicant for Seattle (KJR) and Portland, Ore. (KOIN).

Chicago—Zenith Radio Corp., 6001 W. Dickens Ave. **WEFM-FM.** No. 2, 15 kw visual, 7.5 aural, 566 ft. BPCT-322. TV Addenda 2-B.

★ **PEORIA**—WMBT, Peoria Broadcasting Co., 200 First National Bank Bldg. **WMBD (CBS). Peoria Journal.** No. 6, 17.22 kw visual, 8.61 kw aural, 561 ft. CP 7-29-48. TV Addenda 3-D.

Quincy—Lee Broadcasting Inc., 510 Main St. **WTAD (CBS). Lee Syndicate Newspapers.** No. 11, 23.6 kw visual, 12.4 aural, 934 ft. BPCT-468. TV Addenda 3-G.

Rockford—Rockford Broadcasters Inc., News Tower Bldg. **WROK (ABC). Rockford Star and Register-Republic.** No. 12, 28.7 kw visual, 14.35 kw aural, 357 ft. BPCT-462. TV Addenda 3-G and 5-G.

★ **ROCK ISLAND**—WHBF-TV, Rock Island Broadcasting Co., 1800 Third Ave. **WHBF (ABC). Rock Island Argus.** No. 4, 13.6 kw visual, 7.6 kw aural, 350 ft. CP 6-9-48. TV Addenda 3-C and 5-G.

Springfield—Sangamon Valley Television Corp., 210 Reisch Bldg. No. 8, 25.1 kw visual, 12.55 kw aural, 296 ft. BPCT-589. TV Addenda 6-A.

Springfield—WCBS Inc., 523 E. Capitol Ave. **WCVS (ABC). Illinois State Journal and Register.** No. 10, 2.48 kw visual, 1.24 kw aural, 423 ft. BPCT-594. TV Addenda 6-G.

Springfield—Trans-American Television Corp., 1420 Walnut St., Philadelphia, Pa. No. 10, 26.2 kw visual, 13.1 kw aural, 500 ft. BPCT-557. TV Addenda 4-H. Note: Also applicant for Evansville, Ind.

INDIANA

★ **BLOOMINGTON**—WTTV, Sarkes Tarzian, 537 S. Walnut St. **WTTS.** No. 10, 1 kw visual, 1 kw aural, 215 ft. CP 5-8-47.

Evansville—Trans-American Television Corp., 1420 Walnut St., Philadelphia, Pa. No. 11, 28 kw visual, 14 kw aural, 500 ft. BPCT-559. TV Addenda 4-H. Note: Also applicant for Springfield, Ill.

Fort Wayne—Capehart-Farnsworth Corp. (IT&T), 201 W. Jefferson St. No. 4, 16 kw visual, 10 kw aural, 280.5 ft. BPCT-508. TV Addenda 3-L.

Fort Wayne—Northeastern Indiana Broadcasting Co. Inc., 1335 Lincoln Bank Tower. **WKJG-CP (MBS). Fort Wayne Journal Gazette.** No. 4, 16 kw visual, 8 kw aural, 338 ft. BPCT-516. TV Addenda 3-L.

Fort Wayne—Westinghouse Radio Stations Inc., 925 S. Harrison St. **WOWO (ABC).** No. 2, 15.07 kw visual, 7.53 kw aural, 500 ft. BPCT-596. TV Addenda 6-H.

Indianapolis—Universal Broadcasting Co. Inc., Board of Trade Bldg. **WISH (ABC).** No. 8, 24.1 kw visual, 12.9 kw aural, 440 ft above ground. BPCT-110. TV Addenda 2-A.

Indianapolis—Crosley Broadcasting Corp., 140 W. Ninth St., Cincinnati, O. **WLW, Cincinnati (NBC).** No. 12, 33.4 kw visual, 28.2 kw aural, 426 ft. BPCT-290. TV Addenda 1-I. Note: Operates WLW-T, Cincinnati; WLWC, Columbus and WLWD, Dayton, O.; seeks purchase of WHAS-TV, Louisville (Vol. 4:40; Vol. 5:10).

Indianapolis—Indiana Broadcasting Corp., 30 W. Washington St. **WIBC (MBS). Indianapolis News.** No. 12, 27.8 kw visual, 13.9 kw aural, 498 ft. BPCT-328. TV Addenda 2-B.

Indianapolis—Indianapolis Broadcasting Inc., Claypool Hotel. **WIRE (NBC). Indianapolis Star.** No. 8, 26.2 kw visual, 13.1 kw aural, 457 ft. BPCT-281. TV Addenda 1-H and 5-A.

South Bend—South Bend Tribune, 225 W. Colfax Ave. **WSBT (CBS).** No. 13, 27.7 kw visual, 13.8 kw aural, 561 ft. BPCT-242. TV Addenda 1-B.

IOWA

★ **AMES**—WOI-TV, Iowa State College of Agriculture & Mechanic Arts, Iowa State College. **WOI.** No. 4, 13 kw visual, 10.4 kw aural, 506 ft. CP 9-19-46.

Boone—Boone Broadcasting Co., Box 518. No. 7, 2.5 kw visual, 1.25 kw aural, 215 ft. BPCT-608. TV Addenda 7-E.

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Cedar Rapids—The Gazette Co., 506 Third Ave., SE. KCRG (MBS). Cedar Rapids Gazette. No. 7, 22.1 kw visual, 11.6 kw aural, 350 ft. BPCT-469. TV Addenda 3-G.

★DAVENPORT—WOC-TV, Central Broadcasting Co., 1002 Brady St. WOC (NBC). No. 5, 22.9 kw visual, 22.9 kw aural, 350 ft. CP 6-2-48. TV Addenda 2-G. Same interests applicant for Des Moines (WHO); own 25% of KMA-TV, Omaha.

Davenport—Davenport Broadcasting Co., 324 Walnut St. KSTT (MBS). No. 2, 1.625 kw visual, 813 watts aural, 236 ft. BPCT-495. TV Addenda 2-B.

Des Moines—Central Broadcasting Co., 914 Walnut St. WHO (NBC). No. 12, 31 kw visual, 15.5 kw aural, 100 ft above ground. BPCT-334. TV Addenda 2-B. Same interests hold CP for WOC-TV, Davenport, Ia.; own 25% of KMA-TV, Omaha.

Des Moines—Cowles Broadcasting Co., Register & Tribune Bldg. KRNT (ABC). Des Moines Register & Tribune. No. 9, 28.5 kw visual, 14.25 kw aural, 632 ft. BPCT-315. TV Addenda 2-A. Note: Same interests hold CP for KTRV, Minneapolis; applicant for Boston (WCOP).

Des Moines—Independent Broadcasting Co., 500 Banker's Trust Bldg. KIOA-CP. No. 5, 23.9 kw visual, 12.6 kw aural, 379 ft. BPCT-287. TV Addenda 1-I.

Des Moines—Murphy Broadcasting Co., Old Colony Bldg. KSO (CBS). No. 2, 16.85 kw visual, 8.425 kw aural, 497 ft. BPCT-370. TV Addenda 2-F.

Des Moines—Tri-States Meredith Broadcasting Co., Paramount Bldg. No. 2, 16.85 kw visual, 8.425 kw aural, 497 ft. BPCT-362. TV Addenda 2-E. Note: Half-owned by United Paramount Theatres Inc., which operates WBKB, Chicago, is also applicant for Boston, Detroit, Tampa, all in name of subsidiaries.

Iowa City—State University of Iowa, Iowa Ave. & Dubuque St. WSUI. No. 11, 32.65 kw visual, 16.13 kw aural, 169.4 ft. BPCT-339. TV Addenda 2-C.

KANSAS

Topeka—Midland Broadcasting Co., Pickwick Hotel, Kansas City, Mo. KMBC, Kansas City (CBS). No. 7, 950 watts visual, 425 watts aural, 187 ft. BPCT-358. TV Addenda 2-D. Note: Also applicant for Kansas City and St. Joseph, Mo.

Topeka—Topeka Broadcasters Association Inc., 1035 Topeka Blvd. WIBW (CBS). Topeka Capital and State Journal-Capper. No. 11, 26.3 kw visual, 13.2 kw aural, 441 ft. BPCT-371. TV Addenda 2-E and 5-A.

Wichita—OkeKan Television Chain Inc., 925 Market St., Wilmington, Del. (Lawrence J. Heller, 1703 K St., N.W., Washington, D. C.) No. 4, 15.1 kw visual, 7.78 kw aural, 500 ft. BPCT-528. TV Addenda 4-A.

KENTUCKY

★LOUISVILLE—WHAS-TV, WHAS Inc., Courier-Journal Bldg. WHAS (CBS). Louisville Courier-Journal and Times. No. 9, 9.6 kw visual, 7.2 kw aural, 529 ft. CP 9-19-46. Note: Denial of sale to Crosley recommended by FCC examiner (Vol. 4:40; 5:10,26).

Louisville—Mid-America Broadcasting Corp., 234 Starks Bldg. WKLO. No. 13, 27.6 kw visual 13.8 kw aural, 500 ft BPCT-552. TV Addenda 4-F.

LOUISIANA

Baton Rouge—Baton Rouge Broadcasting Co. Inc., 444 Florida St. WJBO (NBC). Baton Rouge Advocate & State Times. No. 9, 26.9 kw visual, 13.9 kw aural, 415.6 ft. BPCT-467. TV Addenda 3-G.

★NEW ORLEANS—WRTV, Maison Blanche Co., Canal and Dauphine Sts. Affiliated with WSMB (NBC). No. 4, 14.5 kw visual, 7.6 kw aural, 380 ft. CP 1-16-47. Cited for lack of diligence; decision awaited (Vol. 4:43; Vol. 5:6).

★NEW ORLEANS—WTPS-TV, Times-Picayune Publishing Co., 615 Howard Ave. WTPS. New Orleans Times-Picayune. No. 7, 21.5 kw visual, 18 kw aural, 575 ft. CP 1-30-48. Hearing scheduled Aug. 2, 1949 in Washington on citation for lack of diligence in construction (TV Addenda 7-B, 7-E, 7-I).

New Orleans—Loyola University, Roosevelt Hotel. WWL (CBS). No. 10, 29.3 kw visual, 15.6 kw aural, 350 ft. BPCT-359. TV Addenda 2-D.

New Orleans—New Orleans Television Co., 1517 Commerce St., Dallas, Tex. No. 2, 14.385 kw visual, 7.342 kw aural, 505 ft. BPCT-367. TV Addenda 2-E and 5-B. Note: Same interests hold CPs for KTLX, Phoenix and KEYL, San Antonio; applicant for Corpus Christi.

Shreveport—Ben Beckham d/b as Fairfield Manor Television Co., Box 147. No. 11, 18.25 kw visual, 9.1 kw aural, 514 ft. BPCT-470. TV Addenda 3-H.

Shreveport — International Broadcasting Corp., Commercial Nat'l Bank Bldg. KWKH (CBS). Shreveport Times. No. 8, 24 kw visual, 13 kw aural, 600 ft. BPCT-505. TV Addenda 3-K.

Shreveport—Mid-South Television & Broadcasting Co., 661 Wilder Place. (William Ramsey, administrator of estate of late W. Harry Johnson). No. 6, 18.3 kw visual, 9.1 kw aural, 522 ft. BPCT-447. TV Addenda 3-F. Note: Also applicant for Little Rock, Oklahoma City, Memphis, Jackson, Miss.

Shreveport—KTBS Inc., Box 1387. KTBS (NBC). No. 4, 14.25 kw visual, 7.66 kw aural, 500 ft. BPCT-464. TV Addenda 3-G.

Shreveport—Homer W. Snowden d/b as Shreveport Television Co., 6336 Richmond St., Dallas, Tex. No. 8, 26.4 kw visual, 13.2 kw aural, 494 ft. BPCT-396. TV Addenda 3-B. Note: Also applicant for Denver and Oklahoma City.

MAINE

Portland—Congress Square Hotel Co., 579 Congress St. WCSH (NBC). No. 11, 30.5 kw visual power, 15.25 kw aural, 500 ft. BPCT-518. TV Addenda 3-M.

Portland—Oliver Broadcasting Corp., Baxter Blvd. & Forest Ave. WPOR (ABC). No. 8, 29.3 kw visual, 15.4 kw aural, 327 ft. BPCT-504. TV Addenda 3-K.

MARYLAND

Cumberland—Cumberland Broadcasting Co., 31 Frederick St. WTBO (NBC). No. 2, 1.52 kw visual, 760 watts aural, 1,488 ft. BPCT-561. TV Addenda 4-I.

Cumberland—Tower Realty Co., 222 E. Baltimore St., Baltimore, Md. WCUM-CP (CBS). No. 2, 1 kw visual, 500 watts aural, 410 ft. BPCT-500. TV Addenda 3-K.

Frederick—Monocacy Broadcasting Co., E. Church St. WFMD (CBS). No. 3, 276 watts visual, 282 watts aural, 987 ft. BPCT-570. TV Addenda 4-K.

Hagerstown—Hagerstown Broadcasting Co. Inc., 33 W. Franklin St. WJEJ (MBS). No. 6, 767 watts visual, 384 watts aural, 1,308 ft. BPCT-441. TV Addenda 3-E.

MASSACHUSETTS

Boston—Boston Metropolitan Television Co., 1125 Tremont Bldg. No. 9, 27.5 kw visual, 14.5 kw aural, 500 ft. BPCT-203. Vol. 3, No. 42.

Boston—Columbia Broadcasting System Inc., 182 Tremont St. WEEI (CBS). No. 9, 26 kw visual, 27.4 kw aural, 504 ft. BPCT-247. TV Addenda 1-C. Note: See also San Francisco, Cal.

Boston—Massachusetts Broadcasting Corp., Copley Plaza Hotel. WCOP (ABC). No. 9, 20 kw visual, 10 kw aural, 546 ft. BPCT-219. Vol. 3:47. Note: Same interests (Cowles) hold CP for KTRV, Minneapolis; applicant for Des Moines.

Boston—Matheson Radio Co. Inc., 5 St. James St. WHDH. Boston Herald & Traveler. No. 13, 29 kw visual, 19 kw aural, 493 ft. BPCT-248. TV Addenda 1-C.

Boston—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 13, 22 kw visual, 15.75 kw aural, 480 ft. BPCT-210. Vol. 3:45. Note: See Fall River, Mass.

Boston—New England Theatres Inc., 60 Scollay Square. No. 13, 5.95 kw visual, 1.93 kw aural, 402 ft. BPCT-140. Supplement No. 18. Note: Owned by United Paramount Theatres, Inc., which operates WBKB, Chicago, is also applicant for Detroit, Tampa, Des Moines, all in name of subsidiaries.

Boston—Twentieth Century-Fox New England Inc., 105 Broadway. No. 13, 32.16 kw visual, 16.2 kw aural, 470 ft. BPCT-305. TV Directory No. 2. Note: See San Francisco, Cal.

Fall River—Fall River Herald News Publishing Co., 207 Pocasset St. WSAR (MBS). Fall River Herald News. No. 8, 1 kw visual power, 500 watts aural, 495 ft. BPCT-301. TV Directory No. 2.

Fall River—New England Television Co. Inc., 368 Belmont St. No. 8, 3 kw visual, 1.43 kw aural, 490 ft. BPCT-209. Vol. 3:45. Note: Also applicant for Boston, Kansas City, St. Louis, Buffalo, Worcester, Springfield, Mass.

Holyoke—Hampden-Hampshire Corp., 180 High St. WHYN (MBS). Holyoke Transcript. No. 3, 8.5 kw visual, 4.25 kw aural, 1,004.5 ft. BPCT-463. TV Addenda 3-G.

Lawrence—Hildreth & Rogers Co., 278 Essex St. WLAW (ABC). Lawrence Eagle and Tribune. No. 6, 15.2 kw visual, 7.84 kw aural, 565 ft. BPCT-415. TV Addenda 3-C.

Lowell—Lowell Sun Publishing Co., 15 Kearney Square. Lowell Sun. No. 6, 16.18 kw visual, 8.36 kw aural, 630.5 ft. BPCT-459. TV Addenda 3-G.

New Bedford—E. Anthony & Sons Inc., 2 Market St. WNBH (ABC). New Bedford Standard-Times. No. 1, 1 kw visual, 798 watts aural, 500 ft. BPCT-217. Vol. 3:47.

Springfield—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 3, 18 kw visual, 9 kw aural, 502.5 ft above ground. BPCT-278. TV Addenda 1-H. Note: See also Fall River, Mass.

Springfield—Yankee Network Inc., 21 Brookline Ave., Boston, Mass. WNAC, Boston (MBS). No. 3, 18.9 kw visual, 10.1 kw aural, 541 ft. BPCT-333. TV Addenda 2-B. Note: Operates WNAC-TV, Boston; applicant for Bridgeport, Conn.

★WALTHAM—WRTB, Raytheon Manufacturing Co., 55 Chapel St., Newton 58, Mass. No. 2, 50 kw visual, 30.7 kw aural, 373 ft. Cp 5-16-46. Note: Cited for lack of diligence, extension of completion date recommended by FCC examiner (Vol. 5:6,7,26). Sale to CBS (Vol. 4:44) or Meredith Publishing Co. (Vol. 5:3) pends FCC approval.

Worcester—New England Television Co., 368 Belmont St., Fall River, Mass. No. 5, 18 kw visual, 9 kw aural, 502.6 ft. BPCT-296. TV Addenda 1-I. Note: See also Fall River, Mass.

Worcester—WTAG Inc., 20 Franklin St. WTAG (CBS). Worcester Telegram & Gazette. No. 5, 16.886 kw visual, 8.443 kw aural, 693 ft. BPCT-338. TV Addenda 2-C.

MICHIGAN

Detroit—United Detroit Theatres Corp., 1600 Stroh Bldg. No. 5, 16.4 kw visual, 8.2 kw aural, 538 ft. BPCT-50. Supplement No. 18. Note: Owned by United Paramount Theatres Inc., which operates WBKB, Chicago, is also applicant for Boston, Tampa, Des Moines, all in name of subsidiaries.

Detroit—WJR, The Goodwill Station Inc., 2100 Fisher Bldg. WJR (CBS). No. 5, 17.8 kw visual, 8.9 kw aural, 530.5 ft. BPCT-212. Vol. 3:45. Note: Same interests (Richards) applicant for Cleveland (WGAR).

Flint—Advertisers Press Inc., 209 W. First Ave. WAJL-FM. Flint News-Advertiser (semi-weekly). No. 11, 2.93 kw visual, 1.47 kw aural, 205 ft. BPCT-346. TV Addenda 2-C.

Flint—Booth Radio Stations Inc., 112 W. Water St. WBBC (MBS). No. 11, 2.8 kw visual, 1.4 kw aural, 347 ft. BPCT-393. TV Addenda 3-B.

★GRAND RAPIDS—WLAV-TV, Leonard A. Versluis, 6 Fountain St., N.E. WLAV (ABC). No. 7, 19.7 kw visual, 9.9 kw aural, 500 ft. CP 7-29-48. TV Addenda 3-E and 5-B.

Grand Rapids—Grandwood Broadcasting Co., 1408 Grand Rapids National Bank Bldg. WOOD (NBC). No. 9, 25.86 kw visual, 20.7 kw aural, 486 ft. BPCT-548. TV Addenda 4-F. 50% owned by Harry N. Bitner, owner of WFBM-TV, Indianapolis.

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MICHIGAN (Continued)

★ **KALAMAZOO**—WKZO-TV, Fetzer Broadcasting Co., 124 W. Michigan Ave. **WKZO (CBS).** No. 3, 15.7 kw visual, 7.9 kw aural, 341 ft. CP 7-29-48. TV Addenda 3-H.

★ **LANSING**—WJIM-TV, WJIM Inc., Bank of Lansing Bldg. **WJIM (ABC).** No. 6, 20.6 kw visual, 10.3 kw aural, 420 ft. CP 7-29-48. TV Addenda 3-F.

Saginaw—Booth Radio Stations Inc., 600 Buhl Bldg., Detroit, Mich. **WSGW.** No. 8, 2.75 kw visual, 1.38 kw aural, 233 ft. BPCT-609. TV Addenda 7-E. Note: Also applicant for Flint.

Saginaw—Saginaw Broadcasting Co., 610 Eddy Bldg. **WSAM (NBC).** No. 13, 2.55 kw visual, 1.275 kw aural, 389 ft. BPCT-440. TV Addenda 3-E and 5-C.

MINNESOTA

Duluth—Head of the Lakes Broadcasting Co. Inc., WEBC Bldg. **WEBC (NBC). Superior Evening Telegram.** No. 3, 1.6 kw visual, 800 watts aural, 769 ft. BPCT-621. TV Addenda 7-L. Note: Same interests also applicant for TV in Madison, Wis.

★ **MINNEAPOLIS**—KTRV, Northwest Broadcasting Co., 427 Sixth Ave. S. **Minneapolis Tribune and Star-Journal.** No. 9, 20.5 kw visual, 15.5 kw aural, 700 ft. CP 3-11-48. Note: Same interests (Cowles) applicants for Des Moines and Boston (WCOP).

Minneapolis—Beck Studios Inc., 1722 Hennepin Ave. No. 7, 18 kw visual, 9 kw aural, 500 ft. BPCT-382. TV Addenda 2-G.

Minneapolis—Independent Merchants Broadcasting Co., 1730 Hennepin Ave. **WLOL (MBS).** No. 7, 25 kw visual, 13 kw aural, 397 ft. BPCT-366. TV Addenda 2-E.

St. Paul—WMIN Broadcasting Co., 1287 St. Anthony Ave. **WMIN.** No. 2, 13.7 kw visual, 6.85 kw aural, 406 ft. BPCT-343. TV Directory No. 2.

MISSISSIPPI

Jackson—Mid-South Television Broadcasting Co., 661 Wilder Pl., Shreveport, La. (William Ramsey, administrator of estate of late W. Harry Johnson). No. 7, 20.2 kw visual, 14.4 kw aural, 408 ft. BPCT-489. TV Addenda 3-J. Note: Also applicant for Little Rock, Shreveport, Oklahoma City, Memphis.

MISSOURI

Clayton—Lutheran Church-Missouri Synod, 801 De Mun Ave. **KFUO.** No. 2, 980 watts visual, 639 watts aural, 533 ft. BPCT-404. TV Addenda 3-B.

★ **KANSAS CITY**—WDAF-TV, Kansas City Star Co., 1729 Grand Ave. **WDAF (NBC). Kansas City Star.** No. 4, 22 kw visual, 11 kw aural, 745 ft. CP 1-30-48.

Kansas City—KCKN Broadcasting Co., 501 N. Eighth St., Kansas City, Kan. **KCKN, Kansas City, Kan. Kansas City Kansan-Capper.** No. 2, 15.4 kw visual, 7.7 kw aural, 565 ft. BPCT-312. TV Addenda 2-A. Note: Capper interests also applicant for Topeka (WIBW).

Kansas City—KCMO Broadcasting Co., 922 Walnut St. **KCMO (ABC).** No. 5, 18.1 kw visual, 9.1 kw aural, 407 ft. BPCT-291. TV Addenda 1-I.

Kansas City—Midland Broadcasting Co., Pickwick Hotel. **KMBC (CBS).** No. 7, 20.8 kw visual, 10.4 kw aural, 495 ft. BPCT-292. TV Addenda 1-I. Note: Also applicant for Topeka, Kan. and St. Joseph, Mo.

Kansas City—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 5, 20 kw visual, 10 kw aural, 565 ft. BPCT-267. TV Addenda 1-G. See also Fall River, Mass.

Kansas City—Twentieth Century-Fox of Missouri Inc., 3706 Broadway. No. 9, 27.5 kw visual, 13.7 kw aural, 503 ft. BPCT-522. TV Addenda 3-M. Note: See also San Francisco, Cal.

Kansas City—WHB Broadcasting Co., Scarritt Bldg. **WHB (MBS).** No. 5, 18 kw visual, 10 kw aural, 497 ft. BPCT-316. TV Addenda 2-A.

St. Joseph—KFEQ Inc., 109 N. Seventh St. **KFEQ (MBS). St. Joseph News-Press and Gazette.** No. 13, 2.33 kw visual, 1.17 kw aural, 612.8 ft. BPCT-425. TV Addenda 3-D.

St. Joseph—Midland Broadcasting Co., Pickwick Hotel, Kansas City, Mo. **KMBC, Kansas City, Mo. (CBS).** No. 13, 3.05 kw visual, 1.525 kw aural, 303 ft. BPCT-369. TV Addenda 2-E. Note: See also Kansas City, Mo.

St. Louis—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 4, 20 kw visual, 10 kw aural, 528 ft. BPCT-277. TV Addenda 1-H. Note: See also Fall River, Mass.

St. Louis—St. Louis University, 3642 Lindell Blvd. **WEW.** No. 7, 22.192 kw visual, 23.4 kw aural, 586 ft. BPCT-294. TV Addenda 1-I.

St. Louis—Star-Times Publishing Co., 12th St. & Delmar Blvd. **KXOK (ABC). St. Louis Star-Times.** No. 4, 22.9 kw visual, 11.46 kw aural, 717 ft. BPCT-327. TV Addenda 2-B.

St. Louis—Twentieth Century-Fox of St. Louis Inc., 3330 Olive St. No. 9, 36 kw visual, 22.5 kw aural, 586 ft. BPCT-554. TV Addenda 4-G. Note: See also San Francisco, Cal.

St. Louis—KWK Inc., 4965 Lindell Blvd. **KWK (MBS). St. Louis Globe-Democrat.** No. 9, 29.6 kw visual, 15.6 kw aural, 595 ft. BPCT-324. TV Addenda 2-A.

NEBRASKA

★ **OMAHA**—WOW-TV, Radio Station WOW Inc., Insurance Bldg. **WOW (NBC).** No. 6, 16.2 kw visual, 8.5 kw aural, 590 ft. CP 1-30-48.

★ **OMAHA**—KMTV, May Broadcasting Co., Lowell & Elm Sts., Shenandoah, Ia. **KMA, Shenandoah, Iowa (ABC and MBS).** No. 3, 11.7 kw visual, 8 kw aural, 590 ft. CP 5-13-48. TV Addenda 2-C. Note: See also WOC-TV, Davenport, Ia.

Omaha—Central States Broadcasting Co., Omaha National Bank Bldg. **KOIL (ABC).** No. 7, 26.2 kw visual, 13.1 kw aural, 578 ft. BPCT-475. TV Addenda 3-H.

Omaha—KFAB Broadcasting Co., 17th & Farnam Sts. **KFAB (CBS). Lincoln (Neb.) State Journal.** No. 7, 24.4 kw visual, 12.7 kw aural, 415 ft. BPCT-390. TV Addenda 3-A.

NEVADA

Reno—J. E. Riley and H. H. Luce d/b as R and L Co., 28 E. First St. No. 7, 30 kw visual, 15 kw aural, 2,775 ft. BPCT-612. TV Addenda 7-H.

NEW HAMPSHIRE

Portsmouth—WHEB Inc., Box 120. **WHEB (MBS).** No. 5, 27.5 kw visual, 14.5 kw aural, 733 ft. BPCT-400. TV Addenda 3-B.

Manchester—Grandview Inc., 155 Front St. No. 12, 10 kw visual, 5 kw aural, 955 ft. BPCT-542. TV Addenda 4-C.

NEW JERSEY

Atlantic City—Atlantic City Television Broadcasting Co., Claridge Hotel. No. 8, 1 kw visual, 1 kw aural, 500 ft. BPCT-325. TV Addenda 2-B. Note: Half-owned by Philco Corp., operator of WPTZ (TV), Philadelphia; applicant for Bethlehem, Pa.

Atlantic City—Neptune Broadcasting Corp., Steel Pier. **WFPG (ABC).** No. 8, 1 kw visual, 500 watts aural, 405 ft. BPCT-269. TV Addenda 1-G.

Atlantic City—Press-Union Publishing Co., 1900 Atlantic Ave. **WBAB (CBS). Atlantic City Press and Union.** No. 8, 1 kw visual, 500 watts aural, 378 ft. BPCT-512. TV Addenda 3-L.

New Brunswick—Home News Publishing Co., 137 Church St. **WDHN-FM. New Brunswick Home News.** No. 8, 540 watts visual, 270 watts aural, 159 ft. (directional antenna). BPCT-597. TV Addenda 6-H.

Trenton—Trent Broadcast Corp., 35 W. State St. **WTTM (NBC).** No. 8, 1 kw visual, 500 watts aural, 252 ft. BPCT-194. Vol. 3:38.

NEW MEXICO

Albuquerque—William J. Baker, 492 W. Englewood Ave., Teaneck, N. J. No. 5, 16.45 kw visual, 8.73 kw aural, 279 ft. BPCT-586. TV Addenda 5-B.

Albuquerque—Leland Holzer, 501 S. Vermont Ave., Los Angeles, Cal. No. 5, 17.5 kw visual, 8.75 kw aural, 3,987 ft. BPCT-583. TV Addenda 5-A. Note: See Tucson, Ariz.

NEW YORK

Albany—Hudson Valley Broadcasting Co. Inc., 204 Washington Ave. **WROW (MBS).** No. 7, 5 kw visual, 2.5 kw aural, 1,171 ft. BPCT-389. TV Addenda 3-A.

Albany—Meredith Champlain Television Corp., 35 State St. No. 11, 12 kw visual, 6.03 kw aural, 864 ft. BPCT-421. TV Addenda 3-C. *New corporation formed to embrace WXKW(AM); Vol. 4, No. 26.* Note: Meredith Publishing Co. operates WHEN, Syracuse, N. Y., applicant for Rochester, N. Y.

Albany—Patroon Broadcasting Co. Inc., 11 N. Pearl St. **WPTR.** No. 9, 29.6 kw visual, 14.8 kw aural, 1,007 ft. BPCT-405. TV Addenda 3-B.

Albany—Van Curler Broadcasting Corp., Palace Theatre Bldg. No. 9, 8 kw visual, 5 kw aural, 1,061 ft. BPCT-408. TV Addenda 3-C.

★ **BINGHAMTON**—WNBF-TV, Clark Associates Inc., 134 Chenango St. **WNBF (CBS).** No. 12, 12 kw visual, 11.7 kw aural, 855 ft. *Requests change to 23.45 kw visual.* CP 2-5-48. TV Addenda 1-E.

Buffalo—Buffalo Courier-Express Inc., 23 North St. **WEBR (MBS). Buffalo Courier-Express.** No. 7, 25.6 kw visual, 27.2 kw aural, 500 ft. BPCT-251. TV Addenda 1-C.

Buffalo—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 9, 20 kw visual, 10 kw aural, 515 ft. BPCT-270. TV Addenda 1-G. Note: See also Fall River, Mass.

Buffalo—WGR Broadcasting Corp., Rand Bldg. **WGR (CBS).** No. 9, 30.4 kw visual, 15.2 kw aural, 472 ft. BPCT-329. TV Addenda 2-B.

Buffalo—WKBW Inc., Rand Bldg. **WKBW (ABC).** No. 9, 30.8 kw visual, 15.4 kw aural, 388 ft. BPCT-284. TV Addenda 1-I.

Corning—Corning Leader Inc., 114 Walnut St. **WKNP-FM. Corning Leader.** No. 9, 650 watts visual, 660 watts aural, 595 ft. BPCT-513. TV Addenda 3-L.

Elmira—Elmira Star-Gazette Inc., 201 Baldwin St. **WENY (NBC and MBS). Elmira Advertiser and Star-Gazette.** No. 9, 2.9 kw visual, 1.45 kw aural, 704 ft. BPCT-529. TV Addenda 4-A. Note: Same interests (Gannett) applicants for Hartford, Rochester, N. Y.

Ithaca—Cornell University, Savings Bank Bldg. **WHCU (CBS).** No. 4, 13.6 kw visual, 6.8 kw aural, 847 ft. BPCT-534. TV Addenda 4-B.

★ **NEW YORK CITY**—WOR-TV, Bamberger Broadcasting Service Inc., 1440 Broadway. **WOR (MBS).** No. 9, 9.5 kw visual, 9 kw aural, 973 ft. CP 5-8-47. See also WOIC, Washington.

Niagara Falls—Niagara Falls Gazette Publishing Co., 310 Niagara St. **WHLD. Niagara Falls Gazette.** No. 9, 23.1 kw visual, 11.65 kw aural, 423 ft. BPCT-376. TV Addenda 2-F.

Rochester—Meredith Publishing Co., Des Moines, Ia. No. 11, 37.6 kw visual, 18.8 kw aural, 465 ft. BPCT-439. TV Addenda 3-E. Note: Meredith operates WHEN, Syracuse, N. Y., is applicant for Albany N. Y.

Rochester—WARC Inc., Sheridan Hotel. **WARC (ABC).** No. 11, 36.1 kw visual, 18.05 kw aural, 534 ft. BPCT-337. TV Addenda 2-C.

Rochester—WHEC Inc., 40 Franklin St. **WHEC (CBS). Rochester Democrat & Chronicle and Times-Union.** No. 2, 22.4 kw visual, 11.2 kw aural, 386 ft. BPCT-326. TV Addenda 2-B. Note: Same interests (Gannett) applicant for Hartford Conn. and Elmira, N. Y.

★ **SYRACUSE**—WSYR-TV, Central New York Broadcasting Co. Inc., 224 Harison St. **WSYR (NBC). Syracuse Post-Standard and Herald-Journal-Newhouse Newspapers.** No. 5, 25.8 kw visual, 12.9 kw aural, 640 ft. CP 7-12-48. TV Addenda 2-A.

Troy—Troy Broadcasting Co. Inc., 92 Fourth St. **WTRY (CBS).** No. 9, 10 kw visual, 6.8 kw aural, 924 ft. BPCT-412. TV Addenda 3-C.

★ **UTICA**—WKTV, Copper City Broadcasting Corp., Capital Theater Bldg. **WKAL (MBS).** No. 13, 13 kw visual, 11.3 kw aural, 830 ft. CP 5-27-48. TV Addenda 2-F.

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NORTH CAROLINA

★ **CHARLOTTE**—WBTV, Jefferson Standard Broadcasting Co. Due to start July 16; for data, rate card, see page 31.

Charlotte—Inter-City Advertising Co., 120 E. Third St. **WAYS (ABC and MBS).** No. 11, 2.8 kw visual, 1.4 kw aural, 460 ft. BPCT-344. TV Addenda 2-C. Note: Also applicant for Greensboro, N. C. (see below).

Charlotte—Radio Station WSOC Inc., 1925 N. Tryon St. **WSOC (NBC).** No. 9, 25.5 kw visual, 12.8 kw aural, 443 ft. BPCT-304. TV Directory No. 2.

Charlotte—Surety Broadcasting Co., 112 S. Tryon St. **WIST-FM.** *Interlocking ownership with WIS, Columbia, S. C. (NBC) and WSPA, Spartanburg, S. C. (CBS).* No. 9, 27.805 kw visual, 13.903 kw aural, 442 ft. BPCT-349. TV Addenda 2-C.

Durham—Mary Pickford Rogers, 1143 Summit Dr., Beverly Hills, Cal. No. 4, 18.5 kw visual, 9.25 kw aural, 500 ft. BPCT-604. TV Addenda 7-C. Note: Also applicant for Winston-Salem.

Durham—Harold H. Thoms, 310 E. Main St. **WHHT (MBS).** No. 7, 2.46 kw visual, 1.23 kw aural, 468 ft. BPCT-610. TV Addenda 7-F. Note: Has interest in TV application for Charlotte (WAYS) and Greensboro (WCOG).

★ **GREENSBORO**—WFMY-TV, Greensboro News Co., 212 N. Davie St. **WFMY-FM. Greensboro Daily News and Record.** No. 2, 1.67 kw visual, 840 watts aural, 470 ft. CP 6-2-48. TV Addenda 2-C and 5-B.

Greensboro—Inter-City Advertising Co., 316 S. Green St. **WCOG (ABC).** No. 10, 28.6 kw visual, 14.3 kw aural, 369 ft. BPCT-588. TV Addenda 5-K. Note: Also applicant for Charlotte, N. C. (see above).

High Point—Radio Station WMFR Inc., 164 S. Main St. **WMFR (ABC).** No. 12, 1 kw visual, 691 watts aural, 378.6 ft. BPCT-546. TV Addenda 4-D.

Raleigh—WPTF Radio Co., Insurance Bldg. **WPTF (NBC).** No. 5, 16.6 kw visual, 8.3 kw aural, 621 ft. BPCT-511. TV Addenda 3-L.

Salisbury—Mid-Carolina Broadcasting Co., P. O. Box 99. **WSAT.** No. 4, 14.85 kw visual, 7.42 kw aural, 263 ft. BPCT-613. TV Addenda 7-H.

Winston-Salem—Piedmont Publishing Co., 419 N. Spruce St. **WSJS (NBC). Winston-Salem Journal and Sentinel.** No. 6, 28.4 kw visual, 14.2 kw aural, 356 ft. BPCT-614. TV Addenda 7-H.

Winston-Salem—Mary Pickford Rogers, 1143 Summit Dr., Beverly Hills, Cal., No. 6, 18.5 kw visual, 9.25 kw aural, 500 ft. BPCT-603. TV Addenda 7-C. Note: Also applicant for Durham.

OHIO

Akron—Allen T. Simmons, Box 830. **WADC (CBS).** No. 11, 28.35 kw visual, 14.18 kw aural, 372 ft. BPCT-243. TV Addenda 1-B.

Akron—Summit Radio Corp., 106 S. Main St. **WAKR (ABC). Akron Beacon-Journal.** No. 11, 31 kw visual, 16.37 kw aural, 310 ft. BPCT-230. TV Addenda 1-A. Note: See also Miami Broadcasting Co., Miami, Fla.

Bellaire—Tri-City Broadcasting Co., 3266 Guernsey St. **WTRF. Bellaire Times-Leader.** No. 12, 27 kw visual, 13.5 kw aural, 538 ft. BPCT-437. TV Addenda 3-E.

Canton—Brush-Moore Newspapers Inc., 550 Market Ave., S. **WHBC (ABC). Canton Repository.** No. 7, 24 kw visual, 12.6 kw aural, 442 ft. BPCT-264. TV Addenda 1-F.

★ **CINCINNATI**—WCPO-TV, Scripps-Howard Radio Inc. Due to start July 26; for data, rate card, see page 31.

Cincinnati—Allen B. DuMont Laboratories Inc., 515 Madison Ave., New York City. No. 2, 31.2 kw visual, 33.7 kw aural, 522 ft. BPCT-163. Supplement No. 18. Note: Operates WABD, New York City, and WTTG, Washington; holds CP for WDTV, Pittsburgh; applicant for Cleveland. Denial proposed due to interlocking ownership with Paramount Pictures Inc. (Vol. 4:51).

★ **CLEVELAND**—WXEL, c/o Empire Coil Co., 238 Huguenot St., New Rochelle, N. Y. No. 9, 21 kw visual, 13 kw aural, 725 ft. CP 10-30-47.

Cleveland—Allen B. DuMont Laboratories Inc., 515 Madison Ave., New York City. No. 2, 14.9 kw visual, 7.47 kw aural, 786 ft. BPCT-161. Supplement No. 18. Note: Operates WABD, New York City, and WTTG, Washington; holds CP for WDTV, Pittsburgh; applicant also for Cincinnati. Denial proposed due to interlocking ownership with Paramount Pictures Inc. (Vol. 4:51).

Cleveland—Cleveland Broadcasting Inc., 1708 Union Commerce Bldg. **WERE-FM.** No. 2, 15.5 kw visual, 7.79 kw aural, 636 ft. BPCT-279. TV Addenda 1-I.

Cleveland—United Broadcasting Co., Terminal Tower. **WHK (MBS). Cleveland Plain Dealer and News.** No. 7, 27 kw visual, 13.8 kw aural, 685 ft. BPCT-216. Vol. 3:46. Note: Same interests hold 40% in WKBN, Youngstown, O., also applicant for TV.

Cleveland—WGAR Broadcasting Co., Hotel Statler. **WGAR (CBS).** No. 7, 11 kw visual, 6.58 kw aural, 568 ft. BPCT-214. Vol. 3:45. Note: Same interests (Richards) applicant for Detroit (WJR).

Cleveland—WJW Inc., 1375 Euclid Ave. **WJW (ABC).** No. 2, 14.3 kw visual, 7.88 kw aural, 595 ft. BPCT-250. TV Addenda 1-C.

★ **COLUMBUS**—WBNS-TV, Dispatch Printing Co., 33 N. High St. **WBNS (CBS). Ohio State Journal and Columbus Dispatch.** No. 10, 28.4 kw visual, 14.2 kw aural, 485 ft. CP 3-17-48.

★ **COLUMBUS**—WTVN, Picture Waves Inc., Edison Bldg., Toledo. **WTOD, Toledo.** No. 6, 14.3 kw visual, 9 kw aural, 363 ft. *Requests change to 6 kw visual, 3.25 kw aural, 546 ft.* CP 3-17-48. Note: Same interests (Edward Lamb) operates WICU, Erie, Pa.

Toledo—Community Broadcasting Co., Bell Bldg. **WTOL (ABC).** No. 3, 16.7 kw visual, 8.4 kw aural, 500 ft. BPCT-590. TV Addenda 6-D.

Toledo—Maumee Valley Broadcasting Co., 902 Toledo Trust Bldg. No. 11, 17.66 kw visual, 8.83 kw aural, 520 ft. BPCT-303. TV Directory No. 2.

Toledo—Toledo Blade Co., 533 Superior St. **Toledo Blade-Paul Block Newspapers.** No. 10, 31.8 kw visual, 17 kw aural, 439 ft. BPCT-262. TV Addenda 1-E. See also Pittsburgh, Pa.

Youngstown—Mansfield Radio Co., 100 Wick Bldg. No. 13, 20 kw visual, 10 kw aural, 512.5 ft. BPCT-295. TV Addenda 1-I and 4-H.

Youngstown—Vindicator Printing Co., Vindicator Square. **WFMJ (ABC). Youngstown Vindicator.** No. 13, 23.6 kw visual, 26.2 kw aural, 700 ft above ground. BPCT-259. TV Addenda 1-E.

Youngstown—WKBN Broadcasting Corp., 17 N. Champion St. **WKBN (CBS).** No. 13, 23.4 kw visual, 11.7 kw aural, 509 ft. BPCT-275. TV Addenda 1-H. Note: See also WHK, Cleveland.

OKLAHOMA

Oklahoma City—Mid-South Television Broadcasting Co., 661 Wilder Place, Shreveport, La. (William Ramsey, administrator of estate of late W. Harry Johnson). No. 5, 16.6 kw visual, 8.3 kw aural, 482 ft. BPCT-454. TV Addenda 3-G. Note: Also applicant for Little Rock, Shreveport, Memphis, Jackson, Miss.

Oklahoma City—KOMA Inc., 228 W. Grand St. **KOMA (CBS).** No. 5, 17.3 kw visual, 8.65 kw aural, 490 ft. BPCT-539. TV Addenda 4-C. Note: Same interests applicant for Tulsa (KTUL).

Oklahoma City—Homer W. Snowden d/b as Oklahoma City Television Co., 6336 Richmond St., Dallas, Tex. No. 9, 29.5 kw visual, 14.7 kw aural, 462 ft. BPCT-491. TV Addenda 3-J. Note: Also applicant for Denver and Shreveport.

Oklahoma City—Southwestern Publishing Co., 920 Rogers Ave., Fort Smith, Ark. **Southwestern American and Times-Record.** No. 9, 29.52 kw visual, 14.9 kw aural, 525 ft. BPCT-497. TV Addenda 3-K. Note: Also applicant for Little Rock and Tulsa.

★ **TULSA**—KOTV, George E. Cameron Jr., 3711 S. Peoria St. No. 6. 16.6 kw visual, 8.5 kw aural, 480 ft. CP 6-2-48. TV Addenda 2-G.

Tulsa—E. C. Lawson d/b as Tulsa Television Co., c/o J. Edward Johnson, Brownwood, Tex. No. 10, 18.3 kw visual, 9.1 kw aural, 498 ft. BPCT-499. TV Addenda 3-K. Note: Also applicant for Wichita Falls, Tex.

Tulsa—Public Radio Corp., 412 E. Fifth St. **KAKC.** No. 10, 26.9 kw visual, 13.5 kw aural, 369 ft. BPCT-479. TV Addenda 3-H and 3-I.

Tulsa—Southwestern Publishing Co., 920 Rogers Ave., Fort Smith, Ark. **Southwestern American and Times-Record.** No. 8, 24.13 kw visual, 12.7 kw aural, 520 ft. BPCT-497. TV Addenda 3-D. Note: Also applicant for Little Rock and Oklahoma City.

Tulsa—Southwestern Sales Corp., Philtower Bldg. **KVOO (NBC).** No. 8, 31 kw visual, 15.3 kw aural, 396 ft. BPCT-530. TV Addenda 4-A.

Tulsa—Tulsa Broadcasting Co., 1850 S. Boulder St. **KTUL (CBS).** No. 8, 18.5 kw visual, 9.25 kw aural, 263 ft. BPCT-517. TV Addenda 3-M. Note: Same interests applicant for Oklahoma City (KOMA).

OREGON

★ **PORTLAND**—KTVU, Video Broadcasting Co., 6331 Hollywood Blvd., Los Angeles, Cal. No. 3, 15.5 kw visual, 9 kw aural, 865 ft. CP 4-29-48. TV Addenda 2-C. Note: Also applicant for San Diego.

Portland—KOIN Inc., New Heathman Hotel. **KOIN (CBS).** No. 8, 22.2 kw visual, 11.7 kw aural, 1,401 ft. BPCT-493. TV Addenda 3-J. Note: See also Sun and Times Co., Chicago.

Portland—KPOJ Inc., 919 S. W. Taylor St. **KPOJ (MBS). Portland Oregon Journal.** No. 12, 2.84 kw visual, 1.42 kw aural, 1,037 ft. BPCT-509. TV Addenda 3-L.

Portland—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 10, 30 kw visual, 15 kw aural, 2,768 ft. BPCT-538. TV Addenda 4-C. Note: Also applicant for Denver, Salt Lake City, Seattle, Fresno, Cal.

Portland—Oregonian Publishing Co., 615 S. W. Alder St. **KGW (NBC). Portland Oregonian.** No. 6, 10 kw visual, 11.2 kw aural, 984 ft. BPCT-431. TV Addenda 3-D.

Portland—Westinghouse Radio Stations Inc., 815 W. Yamhill. **KEX (ABC).** No. 10, 8.5 kw visual, 4.25 kw aural, 974 ft. BPCT-494. TV Addenda 3-J. Note: Operates WBZ-TV, Boston; applicant for Pittsburgh and Fort Wayne.

PENNSYLVANIA

Allentown—Lehigh Valley Broadcasting Co., 39 N. Tenth St. **WSAN (NBC). Allentown Call and Chronicle.** No. 8, 440 watts visual, 324 watts aural, 727 ft. *Proposes to share time with Easton Publishing Co., Easton, Pa.* BPCT-232. TV Addenda 1-A.

Allentown—Penn-Allen Broadcasting Co., Masonic Temple Bldg. **WFMZ-FM.** No. 8, 376 watts visual, 188 watts aural, 773 ft. BPCT-486. TV Addenda 3-I.

Altoona—Central Pennsylvania Corp., 6 Leitzell Bldg., State College, Pa. No. 9, 3.11 kw visual, 1.55 kw aural, 1,095 ft. BPCT-519. TV Addenda 3-M. Note: Also applicant for Williamsport, Pa.

Altoona—Gable Broadcasting Co., 1320 Eleventh Ave. **WFBG (NBC).** No. 9, 7 kw visual, 3.5 kw aural, 1,048 ft. BPCT-543. TV Addenda 4-D.

Bethlehem—Philco Television Broadcasting Corp., Tioga & O Sts., Philadelphia, Pa. No. 8, 2.59 kw visual, 1.6 kw aural, 829 ft. BPCT-263. TV Addenda 1-F. Note: Operates WPTZ (TV), Philadelphia. Note: Half-owner of Atlantic City Television Broadcasting Co.; applicant for Atlantic City.

Easton—Easton Publishing Co., 30 N. Fourth St. **WEEX-FM. Easton Express.** No. 8, 450 watts visual, 450 watts aural, 753 ft. BPCT-261. TV Addenda 1-E. *Proposes to share time with Lehigh Valley Broadcasting Co., Allentown, Pa.*

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PENNSYLVANIA (Continued)

Erie—Presque Isle Broadcasting Co., 121 W. 10th St. **WERC (NBC)**. No. 3, 1 kw visual, 820 watts aural, 431 ft. BPCT-531. TV Addenda 4-A.

Harrisburg—WABX Inc., 40 Taylor Blvd. **WABX-FM**. No. 8, 3.1 kw visual, 1.86 kw aural, 310 ft. BPCT-201. Vol. 3:42.

Harrisburg—WHP Inc., Telegraph Bldg. **WHP (CBS)**. Harrisburg Telegraph. No. 8, 1.4 kw visual, 700 watts aural, 920 ft. BPCT-192. Vol. 3:37.

Hazleton—Hazleton Broadcasting Co., W. Broad & Laurel Sts. **WAZL (NBC and MBS)**. No. 2, 210 watts visual, 105 watts aural, 677 ft. BPCT-481. TV Addenda 3-I. Note: Interlocking ownership with WMGW, Meadville, Pa., also TV applicant.

★ **JOHNSTOWN**—WJAC-TV, WJAC Inc., Tribune Annex Bldg. **WJAC (NBC)**. Johnstown Tribune. No. 13, 6.5 kw visual, 3.7 kw aural, 1,120 ft. CP 8-29-46.

Meadville—Meadville Broadcasting Service Inc., First National Bank Bldg. **WMGW**. No. 13, 2.5 kw visual, 1.23 kw aural, 580 ft. BPCT-523. TV Addenda 3-M. Note: Interlocking ownership with WAZL, Hazleton, Pa., also TV applicant.

Philadelphia—Daily News Television Inc., 1425 Walnut St. **WIBG and Philadelphia Daily News**. No. 12, 19.4 kw visual, 9.73 kw aural, 525 ft. BPCT-119. Vol. 3:9.

Philadelphia—Pennsylvania Broadcasting Co., 35 S. Ninth St. **WIP (MBS)**. No. 12, 28.8 kw visual, 14.4 kw aural, 488 ft. BPCT-185. Vol. 3:18.

Pittsburgh—Allegheny Broadcasting Corp., Chamber of Commerce Bldg. **KQV (MBS)**. No. 8, 30.8 kw visual, 16.2 kw aural, 489.5 ft. BPCT-147. Vol. 3:46.

Pittsburgh—Matta Broadcasting Co., 1233 Braddock Ave., Braddock, Pa. **WLOA, Braddock**. No. 10, 27.6 kw visual, 13.8 kw aural, 546 ft. BPCT-482. TV Addenda 3-I.

Pittsburgh—Pittsburgh Radio Supply House Inc., 10th St. & Pennsylvania Ave. **WJAS (CBS)**. No. 10, 26.6 kw visual, 13.3 kw aural, 444 ft. BPCT-345. TV Addenda 2-C.

Pittsburgh—United Broadcasting Corp., 1130 Oliver Bldg. No. 10, 31 kw visual, 16.3 kw aural, 265 ft. BPCT-276. TV Addenda 1-H.

Pittsburgh—WCAE Inc., William Penn Hotel. **WCAE (ABC)**. Pittsburgh Sun-Telegraph-Hearst. No. 10, 14.5 kw visual, 12 kw aural, 804 ft. BPCT-293. TV Addenda 1-I. Note: Same interests (Hearst) operate WBAL-TV, Baltimore; applicant for Milwaukee.

Pittsburgh—Westinghouse Radio Stations Inc., Grant Bldg. **KDKA (NBC)**. No. 6, 24.9 kw visual, 24.9 kw aural, 670 ft. BPCT-221. Vol. 3:47. Note: Operates WBZ-TV, Boston; applicant for Portland, Ore. and Fort Wayne.

Pittsburgh—WWSW Inc., 212 Wood St. **WWSW**. Pittsburgh Post-Gazette-Paul Block Newspapers. No. 10, 23.8 visual, 11.9 kw aural, 721 ft. BPCT-254. TV Addenda 1-D. See also Toledo, O.

Reading—Eastern Radio Corp., Berkshire Hotel. **WHUM (CBS)**. No. 5, 630 watts visual, 330 watts aural, 632 ft. BPCT-268. TV Addenda 1-G.

Reading—Hawley Broadcasting Co., 533 Penn St. **WEEU (ABC)**. Reading Eagle. No. 5, 400 watts visual, 338 watts aural, 739 ft. BPCT-239. TV Addenda 1-B.

Scranton—Appalachian Co., 519 Mulberry St. No. 7, 2.78 kw visual, 1.46 kw aural, 841 ft. BPCT-506. TV Addenda 3-K.

Scranton—Scranton Times, 149 Penn Ave. **WQAN**. No. 11, 2.61 kw visual, 1.31 kw aural, 1,201 ft. BPCT-602. TV Addenda 7-A.

Wilkes-Barre—Louis G. Baltimore, 62 S. Franklin St. **WBRE (NBC)**. No. 11, 4.5 kw visual, 2.5 kw aural, 1,230 ft. BPCT-134. Vol. 3:39.

Wilkes-Barre—Wyoming Valley Broadcasting Co., Second Nat'l Bank Bldg. **WILK-CP (ABC)**. No. 11, 8 kw visual, 8 kw aural, 1,011.5 ft. BPCT-231. TV Addenda 1-A.

Williamsport—Central Pennsylvania Corp., 6 Leitzell Bldg., State College, Pa. No. 13, 3.64 kw visual, 1.82 kw aural, 1,291 ft. BPCT-520. TV Addenda 3-M. Note: Also applicant for Altoona, Pa.

Williamsport—WRAK Inc., 244 W. Fourth St. **WRAK (NBC)**. Williamsport Gazette & Bulletin. No. 13, 3.13 kw visual, 1.57 kw aural, 558 ft. BPCT-521. TV Addenda 3-M.

York—Helm Coal Co., 25 S. Duke St. **WNOW**. No. 8, 700 watts visual, 488.4 watts aural, 549 ft. BPCT-356. TV Addenda 2-D.

York—Susquehanna Broadcasting Co., 47 E. Market St. **WSBA (ABC)**. No. 8, 775 watts visual, 388 watts aural, 558 ft. BPCT-302. TV Directory No. 2.

RHODE ISLAND

★ **PROVIDENCE**—WJAR-TV, Outlet Co. Due to start early July; for data, rate card see page 39.

Providence—Cherry & Webb Broadcasting Co., 15 Chestnut St. **WPRO (CBS)**. No. 13, 50 kw visual, 23 kw aural, 616 ft. BPCT-223. Vol. 3:48. *Channel requested from Boston assignment.*

SOUTH CAROLINA

Greenville—Greenville News-Piedmont Co., 305 S. Main St. **WFBC (NBC)**. Greenville News and Piedmont. No. 10, 27.8 kw visual, 13.9 kw aural, 1,187 ft. BPCT-541. TV Addenda 4-C.

TENNESSEE

Chattanooga—Charles S. Cornell, 9909 Sunset Blvd., Beverly Hills, Cal. No. 10, 30 kw visual, 15 kw aural, 1,050 ft. BPCT-617. TV Addenda 7-K. Note: Also applicant for Knoxville and Nashville.

Knoxville—Charles S. Cornell, 9909 Sunset Blvd., Beverly Hills, Cal. No. 8, 30 kw visual, 15 kw aural, 497 ft. BPCT-616. TV Addenda 7-K. Note: Also applicant for Chattanooga and Nashville.

Memphis—Bluff City Broadcasting Co., N. University & Hubert Sts. **WDIA**. No. 5, 14.4 kw visual, 7.2 kw aural, 380 ft. BPCT-206. Vol. 3:43.

Memphis—Harding College, 139 S. Main St. **WHBQ (MBS)**. No. 2, 15 kw visual, 7.5 kw aural, 302 ft. BPCT-563. TV Addenda 4-J.

Memphis—Mid-South Television Broadcasting Co., 661 Wilder Pl., Shreveport, La. (William Ramsey, administrator of estate of late W. Harry Johnson). No. 9, 19.2 kw visual, 13.7 kw aural, 513 ft. BPCT-465. TV Addenda 3-G. Note: Also applicant for Little Rock, Shreveport, Oklahoma City, Jackson, Miss.

Memphis—WMPS Inc., Columbian Mutual Tower. **WMPS (ABC)**. No. 9, 25.8 kw visual, 12.9 kw aural, 420 ft. BPCT-514. TV Addenda 3-L.

Memphis—Hoyt B. Wooten d/b as WREC Broadcasting Service, Peabody Hotel. **WREC (CBS)**. No. 7, 24 kw visual, 12 kw aural, 435 ft. BPCT-452. TV Addenda 3-G.

★ **NASHVILLE**—WSM-TV, WSM Inc., 27th Ave. & Union St. **WSM (NBC)**. No. 4, 14.4 kw visual, 7.2 kw aural, 755 ft. CP 7-29-48. TV Addenda 3-F.

Nashville—Capitol Broadcasting Co., American National Bank Bldg. **WKDA**. No. 9, 28.6 kw visual, 14.3 kw aural, 290 ft. BPCT-507. TV Addenda 3-L.

Nashville—Charles S. Cornell, 9909 Sunset Blvd., Beverly Hills, Cal. No. 2, 16.2 kw visual, 8.1 kw aural, 407 ft. BPCT-611. TV Addenda 7-F. Note: Also applicant for Knoxville and Chattanooga.

Nashville—J. T. Ward d/b as WLAC Broadcasting Service, Third National Bank Bldg. **WLAC (CBS)**. No. 7, 16 kw visual, 14.2 kw aural, 746 ft. BPCT-540. TV Addenda 4-C.

Nashville—WSIX Broadcasting Station, Nashville Trust Bldg. **WSIX (ABC)**. No. 5, 17.1 kw visual, 8.86 kw aural, 744 ft. BPCT-532. TV Addenda 4-A.

TEXAS

Abilene—Abilene Television Co., 1434 M & W Tower. Dallas, Tex. No. 11, 2.73 kw visual, 1.36 kw aural, 386 ft. BPCT-618. Note: TV Addenda 7-L. Also applicant for Midland and San Angelo, Tex.

Amarillo—C. C. Woodson d/b as Amarillo Television Co., 1517 Commerce St., Dallas Tex. Publisher of Brownwood Bulletin, Del Rio News Herald and other newspapers. No. 5, 1.85 kw visual, 925 watts aural, 449 ft. BPCT-353. TV Addenda 2-D. Note: Also applicant for Austin, Lubbock, Waco.

Austin—Texas Telenet System Inc., 513 Capital National Bank Bldg. No. 10, 27.54 kw visual, 13.77 kw aural, 352 ft. BPCT-566. TV Addenda 4-J. Note: Also applicant for San Antonio, Corpus Christi, Fort Worth, Waco.

Austin—C. C. Woodson d/b as Austin Television Co., 1517 Commerce St., Dallas, Tex. No. 8, 4.25 kw visual, 2.17 kw aural, 455 ft. BPCT-351. TV Addenda 2-D. Note. See also Amarillo.

Beaumont—Lufkin Amusement Co., Keltys, Tex. No. 10, 28.4 kw visual, 14.2 kw aural, 485 ft. BPCT-545. TV Addenda 4-D.

Beaumont—Sabine Television Corp., 1210 Texas Bank Bldg. No. 3, 13.2 kw visual, 6.6 kw aural, 543 ft. BPCT-598. TV Addenda 6-J.

Brownsville—Thomas O. Payne d/b as Brownsville Television Co., 3323 Tangley Rd., Houston, Tex. No. 7, 2.66 kw visual, 1.33 kw aural, 461 ft. BPCT-573. TV Addenda 4-M.

Corpus Christi—Corpus Christi Television Co., 1517 Commerce St., Dallas, Tex. No. 6, 19.7 kw visual, 9.8 kw aural, 417 ft. BPCT-416. TV Addenda 3-C. Note: Same interests hold CPs for KTLX, Phoenix, and KEYL, San Antonio; applicant for New Orleans.

Corpus Christi—Texas Telenet System Inc., 513 Capital National Bank Bldg., Austin, Tex. No. 3, 16.46 kw visual, 8.23 kw aural, 493 ft. BPCT-567. TV Addenda 4-J. Note: Also applicant for Austin, Fort Worth, San Antonio, Waco.

★ **DALLAS**—KRLD-TV, KRLD Radio Corp., Camp & Griffin Sts. **KRLD (CBS)**. Dallas Times-Herald. No. 4, 15.1 kw visual, 7.5 kw aural, 465 ft. CP 9-12-46.

★ **DALLAS**—KBTV, Lacy-Potter Television Broadcasting Co., 3000 Harry Hines Blvd. No. 8, 27 kw visual, 13.5 kw aural, 330 ft. CP 9-11-47.

Dallas—A. H. Belo Corp., 801 Commerce St. **WFAA (NBC and ABC)**. Dallas Morning News. No. 12, 30 kw visual, 16 kw aural, 478.5 ft. BPCT-240. TV Addenda 1-B.

Dallas—L. F. Carrigan d/b as Texas Television, 2206 Mercantile Bank Bldg. No. 10, 30.24 kw visual, 15.925 kw aural, 415 ft. BPCT-239. TV Addenda 1-B.

Dallas—City of Dallas, Municipal Radio Bldg. **WRR (MBS)**. No. 10, 24.84 kw visual, 12.42 kw aural, 564 ft. BPCT-357. TV Addenda 2-D.

Dallas—W. W. Lechner d/b as Lechner Television Co., 1302 Kirby Bldg. No. 11, 20.3 kw visual, 14.5 kw aural, 483 ft. BPCT-600. TV Addenda 6-K.

Dallas—Variety Broadcasting Co. Inc., 1401 S. Akaro St. **KIXL**. No. 2, 16.53 kw visual, 8.27 kw aural, 507 ft. BPCT-265. TV Addenda 1-G.

El Paso—Claude H. Craig, 8570 Hollywood Blvd., Los Angeles, Cal. No. 5, 16.5 kw visual, 8.25 kw aural, 461 ft. BPCT-576. TV Addenda 5-A.

El Paso—Clyde Weatherby d/b as El Paso Television Co., Hamilton, Tex. No. 7, 2.94 kw visual, 1.47 kw aural, 877 ft. BPCT-585. TV Addenda 5-A.

Fort Worth—Texas State Network Inc., 1201 W. Lancaster Ave. **KFJZ (MBS)**. No. 2, 14.2 kw visual, 7.3 kw aural, 518 ft. BPCT-571. TV Addenda 4-K. Note: Also applicant for San Antonio.

Fort Worth—Texas Telenet System Inc., 513 Capital National Bank Bldg., Austin, Tex. No. 10, 25.16 kw visual, 12.58 kw aural, 504 ft. BPCT-605. TV Addenda 7-D. Note: Also applicant for Austin, Corpus Christi, San Antonio and Waco.

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Harlingen—Leo E. Owens d/b as Harlingen Television Co., Box 511. **KVKO-FM. Harlingen Valley Morning Star.** No. 9, 2.81 kw visual, 1.41 kw aural, 459 ft. BPCT-562. TV Addenda 4-I.

Houston—W. W. Lechner d/b as Lechner Television Co., 1302 Kirby Bldg., Dallas, Tex. No. 4, 15 kw visual, 7.5 kw aural, 474 ft. BPCT-599. TV Addenda 6-K.

Houston—Roy Hofheinz d/b as Texas Television Co., Southern Standard Bldg. **KTHT (MBS).** No. 7, 19.2 kw visual, 19.2 kw aural, 498.5 ft. BPCT-271. TV Addenda 1-G.

Houston—Houston Post Co., 2318 Polk St. **KPRC (NBC). Houston Post.** No. 4, 14.5 kw visual, 7.2 kw aural, 426 ft. BPCT-274. TV Addenda 1-H.

Houston—KTRH Broadcasting Co., Rice Hotel. **KTRH (CBS). Houston Chronicle.** No. 5, 17.9 kw visual, 8.9 kw aural, 454 Addenda 4-J.

Houston—Shamrock Broadcasting Co., Shell Bldg. **KXYZ (ABC).** No. 7, 30.4 kw visual, 15.2 kw aural, 502.5 ft. BPCT-319. TV Addenda 2-A.

Longview—Arlington James Henry d/b as East Texas Television Co., Route 3. No. 5, 1 kw visual, 760 watts aural, 439 ft. BPCT-607. TV Addenda 7-D.

Lubbock—C. C. Woodson d/b as Lubbock Television Co., 1517 Commerce St., Dallas, Tex. No. 3, 1.85 kw visual, 950 watts aural, 374 ft. TV Addenda 3-J. Note: See also Amarillo.

Midland—Midland Television Co., 1434 M & W Tower, Dallas, Tex. No. 7, 2.56 kw visual, 1.28 kw aural, 432.5 ft. BPCT-619. TV Addenda 7-L. Note: Also applicant for Abilene and San Angelo, Tex.

San Angelo—San Angelo Television Co., 1434 M & W Tower, Dallas, Tex. No. 8, 2.6 kw visual, 1.3 kw aural, 409.6 ft. BPCT-620. TV Addenda 7-L. Note: Also applicant for Abilene and Midland, Tex.

★**SAN ANTONIO**—KEYL, San Antonio Television Co., 1517 Commerce St., Dallas, Tex. No. 5, 17.9 kw visual, 9 kw aural, 440 ft. CP 6-2-48. TV Addenda 2-G. Note. Same interests hold CP for KTLX, Phoenix; applicants for New Orleans and Corpus Christi.

★**SAN ANTONIO**—WOAI-TV, Southland Industries Inc., 1031 Navarro St. **WOAI (NBC).** No. 4, 21.6 kw visual, 10.8 kw aural, 480 ft. CP 5-27-48. TV Addenda 2-E.

San Antonio—Howard Davis tr/as Walmac Co., National Bank of Commerce Bldg. **KMAC (MBS).** No. 9, 22.713 kw visual, 11.357 kw aural, 587 ft. BPCT-429. TV Addenda 3-D.

San Antonio—Express Publishing Co., Ave. E & Third St. **KYFM-FM. San Antonio Express and News.** No. 7, 26.24 kw visual, 13.12 kw aural, 342.8 ft. BPCT-427. TV Addenda 3-D. Note: Purchase of KTSA (AM) pending FCC approval (TV Addenda 7-G).

San Antonio—Eugene J. Roth tr/as Mission Broadcasting Co., 317 Arden Grove. **KONO.** No. 12, 21.94 kw visual, 10.97 kw aural, 463 ft. BPCT-535. TV Addenda 4-B.

San Antonio—Texas Telenet System Inc., 513 Capital National Bank Bldg., Austin, Tex. No. 2, 14.68 kw visual, 7.2 kw aural, 510 ft. BPCT-568. TV Addenda 4-J. Note: Also applicant for Austin, Fort Worth, Corpus Christi, Waco.

San Antonio—Texas State Network Inc., 1201 W. Lancaster Ave., Fort Worth, Tex. **KABC (ABC).** No. 2, 13.5 kw visual, 6.9 kw aural, 472 ft. BPCT-572. TV Addenda 4-K. Note: Also applicant for Fort Worth, Tex.

Tyler—Tyler Broadcasting Co., 613 Peoples National Bank Bldg. No. 9, 1 kw visual, 500 watts aural, 395 ft. BPCT-564. TV ft. BPCT-308. TV Addenda 2-A.

Waco—C. C. Woodson d/b as Waco Television Co., 1517 Commerce St., Dallas, Tex. No. 6, 2.3 kw visual, 1.15 kw aural, 353.5 ft. BPCT-331. TV Addenda 2-C. Note: See also Amarillo.

Waco—Texas Telenet System Inc., 513 Capital National Bank Bldg., Austin, Tex. No. 3, 16.46 kw visual, 8.23 kw aural, 511 ft. BPCT-606. TV Addenda 7-D. Note: Also applicant for Austin, Corpus Christi, Fort Worth and San Antonio.

Wichita Falls—Leland Holzer, 501 S. Vermont Ave., Los Angeles, Cal. No. 10, 30 kw visual, 15 kw aural, 199 ft. BPCT-584. TV Addenda 5-A. Note: See Tucson, Ariz.

Wichita Falls—E. C. Lawson d/b as Wichita Falls Television Co., 1517 Commerce St., Dallas, Tex. No. 8, 2.72 visual, 1.36 kw aural, 460 ft. BPCT-498. TV Addenda 3-K. Note: Also applicant for Tulsa.

UTAH

Salt Lake City—Granite District Radio Broadcasting Co., 219 Continental Bank Bldg. **KNAK.** No. 9, 2.6 kw visual, 1.3 kw aural, 10.7 ft. BPCT-553. TV Addenda 4-G.

Salt Lake City—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 7, 30 kw visual, 15 kw aural, 919 ft. BPCT-527. TV Addenda 4-A. Note: Also applicant for Denver, Seattle, Portland, Ore., Fresno, Cal.

Salt Lake City—Salt Lake City Broadcasting Co. Inc., 248 S. Main St. **KALL (MBS). Salt Lake City Tribune and Telegram.** No. 7, 50 kw visual, 25.4 kw aural, —372 ft. BPCT-524. TV Addenda 3-M.

Salt Lake City—Utah Broadcasting Co., 29 S. State St. **KUTA (ABC).** No. 2, 15.4 kw visual, 7.75 kw aural, 38.2 ft. BPCT-536. TV Addenda 4-B.

VIRGINIA

Newport News—Hampton Roads Broadcasting Corp., Hotel Warwick. **WGH (ABC). Newport News Press and Times-Herald.** No. 7, 23.9 kw visual, 12.6 kw aural, 416 ft. BPCT-502. TV Addenda 3-K.

★**NORFOLK**—WTAR-TV, WTAR Radio Corp., National Bank of Commerce Bldg. **WTAR (NBC). Norfolk Virginian-Pilot and Ledger-Dispatch.** No. 4, 24.2 kw visual, 12.1 kw aural, 365 ft. CP 8-18-4. TV Addenda 3-D.

Norfolk—Beachview Broadcasting Corp., 431 Granby St. No. 11, 27 kw visual, 13.6 kw aural, 324 ft. BPCT-558. TV Addenda 4-H.

Norfolk—Commonwealth Broadcasting Corp., 219 Granby St. **WLOW.** No. 11, 19.9 kw visual and aural, 409 ft. BPCT-460. TV Addenda 3-G.

Norfolk—Larus & Brother Co. Inc., 22nd and Corey Sts., Richmond, Va. **WRVC (FM).** No. 13, 30.2 kw visual, 15.1 kw aural, 292 ft. BPCT-587. TV Addenda 5-F. Note: Also applicant for Richmond (see below).

Richmond—Larus & Brother Co. Inc., 22nd & Corey Sts., **WRVA (CBS).** No. 10, 23.5 kw visual, 11.75 kw aural, 500 ft. BPCT-379. TV Addenda 2-F. Note: Also applicant for Norfolk (see above).

Richmond—Lee Broadcasting Corp., Broad-Grace Arcade. **WLEE (MBS).** No. 10, 27.3 kw visual, 13.6 kw aural, 348 ft. BPCT-392. TV Addenda 3-A.

Richmond—Richmond Radio Corp., 323 E. Grace St. **WRNL (ABC). Richmond Times-Dispatch and News-Leader.** No. 3, 17.113 kw visual, 8.556 kw aural, 362 ft. BPCT-321. TV Addenda 2-B.

Richmond—Southern Broadcasters Inc., 2011 Massachusetts Ave. N.W., Washington, D. C. **WRMV-FM.** No. 8, 18.5 kw visual, 19.3 kw aural, 546 ft. BPCT-420. TV Addenda 3-C.

Winchester—Richard Field Lewis Jr., P.O. Drawer 605. **WINC (ABC).** No. 12 (Rural), 31.5 kw visual, 15.75 kw aural, 1,475 ft. BPCT-595. TV Addenda 6-H.

WASHINGTON

Seattle—Fisher's Blend Station Inc., Skinner Bldg. **KOMO (NBC).** No. 2, 16.7 kw visual, 8.35 kw aural, 513 ft. BPCT-407. TV Addenda 3-C.

Seattle—KING Broadcasting Co., Smith Tower. **KING.** No. 7, 28.1 kw visual, 14.1 kw aural, 1,584 ft. BPCT-490. TV Addenda 3-J. Note: Purchase of KRSC-TV pending FCC approval (TV Addenda 7-F).

Seattle—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 7, 30 kw visual, 15 kw aural, 3,200 ft. BPCT-533. TV Addenda 4-B. Note: Also applicant for Denver, Salt Lake City, Portland, Ore., Fresno, Cal.

Seattle—Queen City Broadcasting Co., Cobb Bldg. **KIRO (CBS).** No. 11, 30.4 kw visual, 15.3 kw aural, 1,426 ft. BPCT-453. TV Addenda 3-G.

Seattle—Totem Broadcasters Inc., Skinner Bldg. **KJR (ABC).** No. 7, 26 kw visual, 13.8 kw aural, 1,260 ft. BPCT-443. TV Addenda 3-E. Note: See also Sun and Times Co., Chicago.

Seattle—Twentieth Century-Fox of Washington Inc., 2421 Second Ave. No. 11, 26.9 kw visual, 13.4 kw aural, 749 ft. BPCT-492. TV Addenda 3-J. Note: See also San Francisco, Cal.

Spokane—Harry L. (Bing) Crosby Jr., 9028 Sunset Blvd., Los Angeles, Cal. No. 7, 30 kw visual, 15 kw aural, 2,725 ft. BPCT-578. TV Addenda 5-A. Note: Also applicant for Tacoma and Yakima.

Tacoma—Harry L. (Bing) Crosby Jr., 9028 Sunset Blvd., Los Angeles, Cal. No. 9, 30 kw visual, 15 kw aural, 1,073 ft. BPCT-579. TV Addenda 5-A. Note: Also applicant for Spokane and Yakima.

Tacoma—Carl E. Haymond, 914½ Broadway. **KMO.** No. 13, 29.7 kw visual, 14.85 kw aural, 508 ft. BPCT-615. TV Addenda 7-I.

Tacoma—Television Tacoma Inc., 919 Market St. **KTBI. Tacoma Times.** No. 4, 12 kw visual, 6 kw aural, 291 ft. BPCT-551. TV Addenda 4-F.

Yakima—Harry L. (Bing) Crosby Jr., 9028 Sunset Blvd., Los Angeles, Cal. No. 6, 20 kw visual, 10 kw aural, 995 ft. BPCT-580. TV Addenda 5-A. Note: Also applicant for Spokane and Tacoma.

WEST VIRGINIA

Charleston—Charleston Television Inc., Box 2791. No. 7, 26.5 kw visual, 14 kw aural, 568 ft. BPCT-501. TV Addenda 3-K.

Charleston—Charleston Broadcasting Co., 1016 Lee St. **WCHS (CBS).** No. 13, 27.2 kw visual, 13.6 kw aural, 582 ft. BPCT-549. TV Addenda 4-F. Note: Interlocking ownership (John Kennedy) with WSAZ-TV, Huntington, W. Va.

Charleston—Joe L. Smith Jr. Inc., WJLS Bldg., Beckley, W. Va. **WKNA (ABC).** No. 2, 19 kw visual, 9.5 kw aural, 184 ft. BPCT-591. TV Addenda 6-F.

★**HUNTINGTON**—WSAZ-TV, WSAZ Inc., 912½ Third Ave. **WSAZ (ABC). Huntington Advertiser and Herald-Dispatch.** No. 5, 18.2 kw visual, 9.1 kw aural, 500 ft. CP 7-29-48. TV Addenda 3-H. Note: Interlocking ownership (Kennedy) with Charleston Broadcasting Co., TV applicant for Charleston, W. Va.

Oak Hill—Robert R. Thomas Jr. **WOAY.** No. 6, 1.9 kw visual, 953 watts aural, 397 ft. BPCT-601. TV Addenda 7-A.

Wheeling—Fort Industry Co., 1025 Main St. **WWVA (CBS).** No. 12, 32.49 kw visual, 17.1 kw aural, 598 ft. BPCT-360. TV Addenda 2-D. Note: Same interests (Storer) operate WSPD-TV, Toledo and WJBK-TV, Detroit; hold CP for WAGA-TV, Atlanta; applicant for Miami.

WISCONSIN

Madison—Badger Broadcasting Co., 110 E. Main St. **WIBA (NBC). Capital Times and Madison State Journal.** No. 9, 2.91 kw visual, 1.45 kw aural, 337 ft above ground. BPCT-332. TV Addenda 2-B.

Madison—Monona Broadcasting Co., 215 W. Washington Ave. **WKOW.** No. 9, 28.2 kw visual, 16.9 kw aural, 502.5 ft. BPCT-560. TV Addenda 4-I.

Madison—Radio Wisconsin Inc., 203 S. Barstow St., Eau Claire, Wis. **WISC (ABC).** No. 9, 26.78 kw visual, 13.39 kw aural, 515 ft. BPCT-410. TV Addenda 3-B.

Milwaukee—Hearst Radio Inc., 123 W. Michigan. **WISN (CBS). Milwaukee Sentinel.** No. 10, 28 kw visual, 15 kw aural, 439 ft. BPCT-383. TV Addenda 2-G. Note: Same interests operate WBAL-TV, Baltimore; applicant for Pittsburgh (WCAE).

Milwaukee—Milwaukee Broadcasting Co., 710 N. Plankinton Ave. **WEMP.** No. 6, 28 kw visual, 14 kw aural, 479 ft. BPCT-472. TV Addenda 3-G.

Milwaukee—Wisconsin Broadcasting System Inc., 729 N. Broadway. **WFOX.** No. 8, 26 kw visual, 13 kw aural, 482 ft. BPCT-377. TV Addenda 2-F.

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Part IV — FCC Allocations of Television Channels

To Metropolitan Districts in the U. S.

Ed. Note: All channel numbers refer to Metropolitan Stations except those in parentheses, which refer to Community Stations. Total number of stations assignable is indicated by total number of channels unless there is channel-sharing, or unless Community Stations can be added where no conflict occurs. Sales ranks and population figures are by the U. S. Census Bureau.

For changes and "freeze" status, see notes below

Metropolitan District (U.S. Census 1940)	Sales Rank	Population	Channel Numbers
Akron	35	349,705	11
Albany, Schenectady, Troy	23	431,575	2,4,7,9,11
Allentown, Bethlehem, Easton	43	325,142	(8)
Altoona	111	114,094	9
Amarillo	136	53,463	2,4,5,7
Asheville	132	76,324	5,7,12
Atlanta	25	442,294	2,5,8,11
Atlantic City	83	100,096	(8)
Augusta, Ga.	135	87,809	6,12
Austin	106	106,193	8,10,12
Baltimore	13	1,046,692	2,11,13
Beaumont, Port Arthur	90	138,608	3,6,8,10
Binghamton	75	145,156	12
Birmingham	42	407,851	4,9,13
Boston	5	2,350,514	2,4,7,9,13
Bridgeport, Conn.	53	216,621	(1)
Buffalo, Niagara	14	857,719	4,7,9,13
Canton, O.	63	200,352	(1)
Cedar Rapids	115	73,219	7,11
Charleston, S. C.	127	98,711	7,10,13
Charleston, W. Va.	88	136,332	7,11,13
Charlotte	99	112,986	3,9,11
Chattanooga	76	193,215	3,6,10,12
Chicago	2	4,499,126	2,4,5,7,9,11,13
Cincinnati	16	789,309	2,4,7,11
Cleveland	9	1,214,943	2,4,5,7,9
Columbia	117	89,555	2,4,8
Columbus, Ga.	133	92,478	3,12
Columbus, O.	29	365,796	3,6,8,10
Corpus Christi	121	70,677	3,6,8,10
Dallas	27	376,548	4,8,12
Davenport, Rock Island, Moline	67	174,995	2,4,5,9
Dayton	44	271,513	5,13
Decatur	122	65,764	2
Denver	26	384,372	2,4,5,7,9
Des Moines	59	183,973	2,4,5,9
Detroit	6	2,295,867	2,4,5,7
Duluth-Superior	72	157,098	3,6,8,10
Durham	139	69,683	4,7
El Paso	105	115,801	2,4,5,7
Erie	95	134,039	12
Evansville, Ind.	93	141,614	2,11
Fall River, New Bedford	55	272,648	(1)
Flint	64	188,554	11
Fort Wayne	81	134,385	2,4,7,9
Fort Worth	51	207,677	2,5,10
Fresno	79	97,504	2,4,5,7
Galveston	131	71,677	9,11,13
Grand Rapids	57	209,873	7,9
Greensboro	130	73,055	2,10
Hamilton, Middletown	110	112,686	9
Harrisburg	70	173,367	8
Hartford, New Britain	20	502,193	8,10
Houston	21	510,397	2,4,5,7
Huntington, W. Va., Ashland, Ky.	92	170,979	5
Indianapolis	24	455,357	3,6,8,10,12
Jackson	128	88,003	2,4,5,7
Jacksonville	66	195,619	2,4,6,8
Johnstown, Pa.	100	151,781	13
Kalamazoo	112	77,213	3
Kansas City, Mo., Kansas City, Kans.	17	634,093	2,4,5,9
Knoxville	87	151,829	2,4,8,11
Lancaster	91	132,027	(4)
Lansing	94	110,356	6
Lincoln	109	88,191	10,12
Little Rock	98	126,724	3,6,8,10
Los Angeles	3	2,904,596	2,4,5,7,9,11,13
Louisville	33	434,408	5,9
Lowell, Lawrence, Haverhill	45	334,969	6
Macon	137	74,830	4,7,10
Madison	101	78,349	9
Manchester	118	81,932	(1)
Memphis	37	332,477	2,4,5,7,9
Miami	38	250,537	2,4,5,7
Milwaukee	15	790,336	3,6,8,10
Minneapolis, St. Paul	11	911,077	2,4,5,7,9
Mobile	119	144,906	3,5,9,11
Montgomery	126	93,697	6,10
Nashville	56	241,769	4,5,7,9
New Haven	39	308,228	(6)
New Orleans	31	540,030	2,4,6,7,10
New York, Northeastern New Jersey	1	11,690,520	2,4,5,7,9,11,13
Norfolk, Portsmouth, Newport News	47	330,396	4,7,11,13
Oklahoma City	52	221,229	2,4,5,9
Omaha, Council Bluffs	40	287,269	3,6,7
Peoria	69	162,566	3,6,12
Philadelphia	4	2,898,644	3,6,10,12
Phoenix	84	121,828	2,4,5,7
Pittsburgh	8	1,994,060	3,6,8,10
Portland, Maine	89	106,566	3,8
Portland, Oreg.	22	406,406	3,6,8,10,12
Providence, R. I.	18	711,500	11
Pueblo	140	62,039	3,6,8,10
Racine, Kenosha	97	135,075	(1)
Reading	73	175,355	(5)
Richmond	48	245,674	3,6,8,10
Roanoke	104	110,593	5,9,12
Rochester	28	411,970	2,6,11
Rockford	102	105,259	12
Sacramento	54	158,999	3,6,10
Saginaw, Bay City	77	153,388	3,8,13
St. Joseph	129	86,991	13
St. Louis	10	1,367,977	4,5,7,9,13
Salt Lake City	58	204,488	2,4,5,7,9
San Antonio	50	319,010	2,4,5,7,9
San Diego	49	256,268	3,6,8,10
San Francisco, Oakland	7	1,428,525	2,4,5,7,9,11
San Jose	78	129,367	13
Savannah	114	117,970	3,5,9,11
Scranton, Wilkes-Barre	30	629,581	11(1)
Seattle	19	452,639	2,5,7,11
Shreveport	96	112,225	2,4,6,8
Sioux City	107	87,791	4,9,11,13
South Bend	80	147,022	(1)
Spokane	71	141,370	2,4,5,7,9
Springfield, Ill.	103	89,484	8,10
Springfield, Mass., Holyoke	32	394,623	3(1)
Springfield, Mo.	134	70,514	2,4,5,9
Springfield, O.	125	77,406	(1)
Stockton	108	79,337	3
Syracuse	46	258,352	5,8,10
Tacoma	74	156,018	4,9,13
Tampa, St. Petersburg	61	209,693	2,4,5,7
Terre Haute	116	83,370	4
Toledo	34	341,663	13
Topeka	123	77,749	7,11
Trenton	60	200,128	(1)
Tulsa	65	188,562	3,6,8,10
Utica, Rome	68	197,128	3,13
Waco	138	71,114	3,6,9,11
Washington	12	907,816	4,5,7,9
Waterbury	85	144,822	12
Waterloo	120	67,050	3,6,13
Wheeling	82	196,340	13
Wichita	86	127,308	2,4,5,9
Wilmington	62	188,974	(7)
Winston-Salem	124	109,833	6,8
Worcester	41	306,194	3
York	113	92,627	(1)
Youngstown	36	372,428	13

NOTE

1. Foregoing allocations will be revised under terms of FCC announcement of May 26, 1949 (Public Notice 49-693) proposing also to add uhf channels (see Vol. 5:22-26 inclusive). FCC has "frozen" all new CP grants and application hearings under terms of order issued Sept. 30, 1948 (see Vol. 4:40).

2. Channel No. 1 has been withdrawn from TV by FCC Order adopted May 5, 1948 (Doc. 8487—Mimeo No. 21363), effective June 14, 1948 (Vol. 4, No. 19). Thus Channel No. 1 allocations to these areas are no longer valid: Bridgeport, Conn.; Canton, O.; Fall River-New Bedford, Mass.; Manchester, N. H.; Racine-Kenosha, Wis.; Scranton-Wilkes-Barre, Pa.; South Bend, Ind.; Springfield-Holyoke, Mass.; Springfield, O.; Trenton, N. J.; York, Pa.

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CPs Outstanding and Applications Pending

Total as of Oct. 1, 1949: 30 * Total as of Oct. 1, 1949: 349

STAR (★) and BOLDFACE CAPITAL LETTERS OF CITIES DENOTE HOLDERS OF CPs; ALL OTHERS ARE APPLICANTS ONLY

NOTE: For details about applicants, see issue of TV Addenda or Newsletter indicated; or refer to FCC (BPCT) file by number given (in case of applicants), by TV call letters (in case of grantees). Designations for AM, network and newspaper affiliations, if any, are in boldface. Channel No., visual power, aural power, antenna height above average terrain, are stated in that order. CP date stated is date FCC granted CP. Designations of CP channels are as follows:

Channel No. 2 (54-60 mc)	Channel No. 6 (82- 88 mc)	Channel No. 10 (192-198 mc)
No. 3 (60-66 mc)	No. 7 (174-180 mc)	No. 11 (198-204 mc)
No. 4 (66-72 mc)	No. 8 (180-186 mc)	No. 12 (204-210 mc)
No. 5 (76-82 mc)	No. 9 (186-192 mc)	No. 13 (210-216 mc)

* Including KRON-TV, San Francisco; WMBR-TV, Jacksonville; WTTV, Bloomington; WOC-TV, Davenport; WDAF-TV, Kansas City; WOR-TV, New York City; WKTV, Utica; WBNS-TV, Columbus; KOTV, Tulsa, due to go on air commercially during October, all of which are detailed in foregoing section of this Directory

ALABAMA

Birmingham—Birmingham News Co., 2200 Fourth Ave. N. **WSGN (ABC). Birmingham Age-Herald and News.** No. 9, 25.8 kw visual, 12.8 kw aural, 911.5 ft. BPCT-386. TV Addenda 2-G.

ARIZONA

★ **PHOENIX—KTLX**, Phoenix Television Inc., 1517 Commerce St., Dallas, Tex. No. 5, 17.5 kw visual, 8.7 kw aural, 400 ft. CP 6-2-48. TV Addenda 3-A and 7-L. Note: Same interests hold CP for KEYL, San Antonio; applicants for New Orleans, Corpus Christi, Tex.

Phoenix—KTAR Broadcasting Co., 116 No. Central Ave. **KTAR (NBC).** No. 4, 15.3 kw visual, 7.65 kw aural, 350 ft. BPCT-409. TV Addenda 3-B.

Phoenix—T. M. and J. M. Gibbons, 812 N. Bedford Dr., Beverly Hills, Cal. No. 7, 30 kw visual, 15 kw aural, 1,010 ft. BPCT-575. TV Addenda 4-M.

Tucson—Leland Holzer, 501 S. Vermont Ave., Los Angeles, Cal. No. 6, 20 kw visual, 10 kw aural, 611 ft. BPCT-581. TV Addenda 5-A. Note: Also applicant for Boise, Albuquerque, Wichita Falls, Tex.

ARKANSAS

Little Rock—Mid-South Broadcasting Co., 661 Wilder Pl., Shreveport, La., (William Ramsey, administrator of estate of late W. Harry Johnson). No. 10, 3.1 kw visual, 1.6 kw aural, 399 ft. BPCT-466. TV Addenda 3-G. Note: Also applicant for Shreveport, Oklahoma City, Memphis, Jackson, Miss.

Little Rock—Southwestern Publishing Co., Lee & McKinley Aves. **Southwestern American and Times Record.** No. 8, 2.77 kw visual, 1.38 kw aural, 528 ft. BPCT-525. TV Addenda 4-B. Note: Also applicant for Tulsa, Oklahoma City.

CALIFORNIA

Bakersfield—Paul R. Bartlett, 1420 Truxton Ave. No. 8, 2.47 kw visual, 1.23 kw aural, 283 ft. BPCT-476. TV Addenda 3-H.

Bakersfield—Pearl Lemert, 625 Truxton Ave. No. 10, 1 kw visual, 1 kw aural, 441 ft. BPCT-233. TV Addenda 1-A.

Fresno—Donroy Broadcasting Co., 507 S. Flower St., Los Angeles, Cal. No. 4, 15 kw visual, 7.5 kw aural, 218.5 ft. BPCT-384. TV Addenda 2-G.

Fresno—California Inland Broadcasting Co., Patterson Bldg. **KFRE (CBS).** No. 5, 17.1 kw visual, 9 kw aural, 1,931 ft. BPCT-413. TV Addenda 3-C.

Fresno—KARM, The George Harm Station, 1333 Van Ness Ave. **KARM (ABC).** No. 7, 20 kw visual, 10.6 kw aural, 358 ft. BPCT-478. TV Addenda 3-H. Note: Same principals own KROY, Sacramento, also applicant for TV.

Fresno—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 7, 30 kw visual, 15 kw aural, 1,183 ft. BPCT-537. TV Addenda 4-C. Note: Also applicant for Denver, Salt Lake City, Seattle and Portland, Ore.

Fresno—McClatchy Broadcasting Co., 1559 Van Ness Ave. **KMJ (NBC). Fresno Bee.** No. 7, 26.9 kw visual, 13.45 kw aural, 317 ft. BPCT-449. TV Addenda 3-F. Note: Also applicant for Sacramento.

Fresno—Pacific Broadcasting Co., 690 Market St., San Francisco, Cal. No. 4, 13.2 kw visual, 6.93 kw aural, 300 ft. BPCT-634. TV Addenda 8-I.

Fresno—Television Fresno Co., 1307 Security Bldg. No. 2, 14.2 kw visual, 7.09 kw aural, 511.6 ft. BPCT-451. TV Addenda 3-G.

Los Angeles—Los Angeles Broadcasting Co. Inc., 645 S. Mariposa Ave. **KFAC.** No. 13, 29.52 kw visual, 14.76 kw aural, 2,915 ft. BPCT-565. TV Addenda 4-J. Note: This channel is assigned to KMTR Radio Corp.; see KLAC-TV in Part I.

Oakland—KROW Inc., 464 Nineteenth St. **KROW.** No. 11, 28.2 kw visual, 14.8 kw aural, 1,650 ft. BPCT-235. TV Addenda 1-B.

Riverside—Broadcasting Corp. of America, Box 987. **KPRO.** No. 6, 1 kw visual, 500 watts aural, 44 ft. BPCT-622. TV Addenda 7-L. Note: Same interest applicant for TV in San Jose.

Sacramento—Harmco Inc., Tenth & K Sts. **KROY (CBS).** No. 3, 17 kw visual, 8.5 kw aural, 415 ft. BPCT-485. TV Addenda 3-I. Note: Same principals own KARM, Fresno, also applicant for TV.

Sacramento—McClatchy Broadcasting Co., 911 Seventh St. **KFBK (ABC). Sacramento Bee.** No. 10, 29.3 kw visual, 14.65 kw aural, 263 ft. BPCT-450. TV Addenda 3-F. Note: Also applicant for Fresno.

Sacramento—Sacramento Broadcasters Inc., 1617 Thirtieth St. **KXOA (MBS).** No. 6, 15 kw visual, 7.5 kw aural, 350 ft. BPCT-411. TV Addenda 3-C.

San Diego—Airfan Radio Corp., U. S. Grant Hotel. **KFSD** [illegible] C). No. 10, 19.8 kw visual, 10.4 kw aural, 436.5 ft. BP[illegible]513. TV Addenda 2-A.

San Diego—Pacific Broadcasting Co., 690 Market St., San Francisco, Cal. No. 12, 28.3 kw visual, 14.9 kw aural, 581 ft. BPCT-635. TV Addenda 8-I.

San Diego—Charles E. Salik, 828 San Luis Rey, Coronado, Cal. **KCBQ (CBS).** No. 6, 19.8 kw visual, 9.9 kw aural, 500 ft. BPCT-555. TV Addenda 4-G.

San Diego—Television Broadcasting Co., Box 577, La Jolla, Cal. No. 10, 2.67 kw visual, 1.34 kw aural, 565 ft. BPCT-314. TV Addenda 2-A.

★ **SAN FRANCISCO—KRON-TV**, The Chronicle Publishing Co. Due to start in October or November; for rates, data, etc., see p. 10.

San Francisco—Columbia Broadcasting System Inc., 140 Jesse St. **KQW (CBS).** No. 9, 31.4 kw visual, 15.7 kw aural, 1,306 ft. BPCT-372. TV Addenda 2-F. Note: CBS operates WCBS-TV, New York; has 49% interest in KTTV, Los Angeles; has applied for San Francisco, Boston, Chicago.

San Francisco—Don Lee Broadcasting System, 1000 Van Ness Ave. **KFRC (MBS).** No. 2. 32.5 kw visual, 16.25 kw aural, 2,371 ft. BPCT-22. Supplement No. 18. Note: Don Lee operates KTSL, Los Angeles; has San Francisco channel reserved pending decision on network practices hearing.

San Francisco—Paramount Television Productions Inc., 1501 Broadway, New York City. No. 9, 30.5 kw visual, 15.3 kw aural, 2,523 ft. BPCT-151. TV Addenda 1-G. Note: Paramount owns WBKB, Chicago, and KTLA, Los Angeles; thru 50% subsidiaries is applicant for Boston, Detroit, Tampa; also Des Moines (50%). Denial proposed due to interlocking ownership with Allen B. DuMont Laboratories Inc. (Vol. 4:51).

San Francisco—Television California, St. Francis Hotel. No. 11, 31.35 kw visual, 15.66 kw aural, 1,235.4 ft. BPCT-375. TV Addenda 2-F.

San Francisco—Twentieth Century-Fox of California Inc., 243 Hyde St. No. 11, 28.2 kw visual, 14.9 kw aural, 2,378 ft. BPCT-444. TV Addenda 3-E. Note. Same interests also applicant for Boston, Kansas City, St Louis, Seattle.

San Jose—FM Radio & Television Corp., 3654 Main St., Riverside, Cal. **KRPO-FM.** No. 13, 33.2 kw visual, 16.6 kw aural, 2,263 ft. BPCT-374. TV Addenda 2-F.

San Jose—Radio Diablo Inc., 798 San Mateo Ave., San Bruno, Cal. **KSBR-FM, San Bruno.** No. 13, 250 kw visual, 250 kw aural, 3,098 ft. BPCT-368. TV Addenda 2-E.

San Luis Obispo—Valley Electric Co., 851 Higuera St. **KVEC (MBS).** No. 3, 1.74 kw visual, 870 watts aural, 773 ft. BPCT-355. TV Addenda 2-D.

Santa Barbara—Radio KIST Inc., Balboa Bldg. **KIST (NBC).** No. 6, 1.68 kw visual, 840 watts aural, —305 ft. BPCT-574. TV Addenda 4-M.

Santa Barbara—M. R. Schacker, 1319 N. Doheny Drive, Los Angeles. No. 6, 1.5 kw visual, 750 watts aural, 260 ft. BPCT-403. TV Addenda 3-B.

Visalia—Sierra Broadcasting Co., 701 Noble St. No. 10, 30 kw visual, 15 kw aural, 655.3 ft. BPCT-569. TV Addenda 4-K.

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COLORADO

Denver—Aladdin Radio & Television Co., 519 Sixteenth St. **KLZ (CBS)**. No. 9, 31.6 kw visual, 15.8 kw aural, 922 ft. BPCT-426. TV Addenda 3-D.

Denver—Daniel & Fisher Stores Co., 1601 Arapahoe St. No. 4, 16.3 kw visual, 8.4 kw aural, 147 ft. BPCT-423. Addenda 3-C.

Denver—KMYR Broadcasting Co., 1626 Stout St. **KMYR**. No. 4, 29.6 kw visual, 14.8 kw aural, 403 ft. BPCT-488. Addenda 3-J.

Denver—Alf M. Landon, d/b as Landon Television Broadcast Co., Park Lane Hotel. **KTLN**. No. 5, 16.9 kw visual, 8.5 kw aural, 370 ft. BPCT-391. TV Addenda 3-A.

Denver—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 2, 15 kw visual, 7.5 kw aural, 217 ft. BPCT-526. TV Addenda 4-A. Note: Also applicant for Fresno, Salt Lake City, Seattle and Portland, Ore.

Denver—Gifford Phillips, C. A. Johnson Bldg. **KGMI-CP**. No. 9, 27.9 kw visual, 13.9 kw aural, 314 ft. BPCT-510. TV Addenda 3-L.

Denver—Homer W. Snowden, d/b as Denver Television Co., 1517 Commerce St., Dallas, Tex. No. 2, 25.8 kw visual, 12.9 kw aural, 511 ft. BPCT-432. TV Addenda 3-D. Note: Also applicant for Shreveport, Oklahoma City.

CONNECTICUT

Bridgeport—Yankee Network Inc., Stratford Hotel. **WICC (MBS)**. No. 10, 38.25 kw visual, 19.125 kw aural, 637 ft. BPCT-285. TV Addenda 1-I. Note: Operates WNAC-TV, Boston; is applicant for Springfield, Mass.

Hartford—Connecticut Broadcasting Co., 750 Main St. **WDRC (CBS)**. No. 10, 20 kw visual, 11.1 kw aural, 768 ft. BPCT-195. Vol. 3:38.

Hartford—Hartford Times Inc., 10 Prospect St. **WTHT (ABC)**. **Hartford Times**. No. 10, 29.1 kw visual, 29.1 kw aural, 833 ft. BPCT-273. TV Addenda 1-H. Note: Same ownership (Gannett newspapers and stations) applicant for Rochester, Elmira, N. Y.

Hartford—Travelers Broadcasting Service Corp., 26 Grove St. **WTIC (NBC)**. No. 10, 15 kw visual, 11.65 kw aural, 802 ft. BPCT-193. Vol. 3:37.

Waterbury—Connecticut Radio Foundation Inc., 221 Orange St., New Haven, Conn. No. 12, 29.6 kw visual, 14.8 kw aural, 500 ft. BPCT-456. TV Addenda 3-G.

Waterbury—Nutmeg State Broadcasting Co., 173 Main St., Danbury, Conn. **Owned by WBRY (CBS)-Waterbury American and Republican; WATR (ABC), Waterbury; and Danbury News-Times (AM-CP—Lee Hat Interests)**. No. 12, 27 kw visual, 14.7 kw aural, 790 ft. BPCT-204. TV Addenda 2-C and 2-F.

DELAWARE

Wilmington—Wilmington Tri-State Broadcasting Co. Ir 414 French St. **WAMS (MBS)**. No. 7, 1 kw visual, 60 atts aural. 300 ft. BPCT-593. TV Addenda 6-G.

FLORIDA

★**JACKSONVILLE**—WJAX-TV, City of Jacksonville, 1 Broadcast Pl. **WJAX (NBC)**. No. 2, 15 kw visual, 7.5 kw aural, 500 ft. CP 8-18-48. TV Addenda 3-K. Cited for lack of diligence in construction (TV Addenda 7-E, 7-I).

★**JACKSONVILLE**—WMBR-TV, Florida Broadcasting Co. Due to start Oct. 16; for rates, data, etc., see p. 13.

Miami—Fort Industry Co., 1605 Biscayne Blvd., **WGBS (CBS)**. **Miami Beach Star & Sun and Coral Gables Riviera-Times**. No. 7, 46.8 kw visual, 23.4 kw aural, 436 ft. BPCT-228. TV Addenda 1-A. Note: Same interests (Storer) operate WSPD-TV, Toledo; hold CPs for WJBK-TV, Detroit, and WAGA-TV, Atlanta; applicant for Wheeling, W. Va.

Miami—Isle of Dreams Broadcasting Corp., 600 Biscayne Blvd. **WIOD (NBC)**. **Miami Daily News**. No. 5, 23.87 kw visual, 12.65 kw aural, 318 ft. BPCT-237. TV Addenda 1-A. Same interests (Cox) operate WSB-TV, Atlanta, WHIO-TV, Dayton.

Miami—Miami Broadcasting Co., 327 N.E. First Ave. **WQAM (ABC)**. **Miami Herald**. No. 7, 29.9 kw visual, 14.95 kw aural, 328 ft. BPCT-218. See Vol. 3:47. Note: Same interests (Knight newspapers) own 45% of WAKR, Akron, applicant for TV; 42% of WIND, Chicago, co-applicant for TV.

Miami—Miami-Hollywood Television Corp., Great Southern Hotel, Hollywood. **WINZ**. No. 7, 17.7 kw visual, 12.2 kw aural, 502 ft. BPCT-397. TV Addenda 3-B.

Miami—WKAT Inc., 1759 N. Bay Road. **WKAT (MBS)**. No. 7, 24.8 kw visual, 12.4 kw aural, 478 ft. BPCT-399. TV Addenda 1-B.

Orlando—Orlando Daily Newspapers Inc., 238 S. Orange Ave. **WHOO (ABC)**. **Orlando Sentinel and Star**. No. 3, 14.3 kw visual, 7.45 kw aural, 534 ft. BPCT-547. TV Addenda 4-E.

Orlando—Sunshine Television Corp., 222 Brightwaters Blvd., St. Petersburg, Fla. No. 10, 3.128 kw visual, 1.564 kw aural, 240 ft. BPCT-550. TV Addenda 4-F. Note: Also holds CP for St. Petersburg.

★**ST. PETERSBURG** — WSEE, Sunshine Television Corp., 222 Brightwaters Blvd. No. 7, 26.2 kw visual, 13.1 kw aural, 385 ft. CP 4-29-48. TV Addenda 2-C. Note: Also applicant for Orlando, Fla. Cited for lack of diligence in construction (TV Addenda 7-K).

St. Petersburg—Pinellas Broadcasting Co., 440 First Ave. S. **WTSP (MBS)**. **St. Petersburg Times**. No. 5, 16.8 kw visual, 8.64 kw aural, 417 ft. BPCT-448. TV Addenda 3-F.

Tampa—Gulf Theatres Inc., Strand Theater. No. 2, 15 kw visual, 7.5 kw aural, 540 ft. BPCT-474. TV Addenda 3-H. Note: Owned by United Paramount Theatres Inc., which operates WBKB, Chicago, is also applicant for Boston, Detroit, Des Moines, all in name of subsidiaries.

Tampa—Tampa Times Co., 114 N. Franklin St. **WDAE (CBS)**. **Tampa Times**. No. 4, 22.5 kw visual, 11.25 kw aural, 497.5 ft. BPCT-458. TV Addenda 3-G.

Tampa—Tribune Co., Lafayette & Morgan Sts. **WFLA (NBC)**. **Tampa Tribune**. No. 9, 25.8 kw visual, 12.9 kw aural, 511 ft. BPCT-363. TV Addenda 2-E.

GEORGIA

★**ATLANTA**—WCON-TV, Constitution Publishing Co., 11 Forsyth St. S.W. **WCON (ABC)**. **Atlanta Constitution**. No. 2, 4.9 kw visual, 2.5 kw aural, 930 ft. *Requests 50 kw visual, 26.3 kw aural, 931 ft.* BPCT-226. CP 1-8-48.

Atlanta—General Broadcasting Co., Box 1233. **WBGE**. No. 11 18.35 kw visual, 9.177 kw aural, 463.4 ft. BPCT-309. TV Addenda 2-A.

Atlanta—Georgia Institute of Technology, 90 Forsyth St. **WGST (MBS)**. No. 11, 25.28 kw visual, 12.6 kw aural, 438 ft. BPCT-286. TV Addenda 1-I.

Atlanta—Eurith Dickinson Rivers Jr., c/o Station WEAS, Decatur, Ga. No. 8, 27.25 kw visual, 14.35 kw aural, 500 ft. BPCT-266. TV Addenda 1-G.

Macon—Southeastern Broadcasting Co., 617 Mulberry St. **WMAZ (CBS)**. No. 7, 3.08 kw visual, 1.54 kw aural, 214 ft. BPCT-473. TV Addenda 3-H.

IDAHO

Boise—Leland Holzer, 501 S. Vermont Ave., Los Angeles, Cal. No. 6, 20 kw visual, 10 kw aural, 2,961.5 ft. BPCT-582. TV Addenda 5-A. Note: See Tucson, Ariz.

ILLINOIS

Chicago—Columbia Broadcasting System Inc., 410 N. Michigan Ave. **WBBM (CBS)**. No. 11, 21 kw visual, 22.2 kw aural, 553 ft. BPCT-190. Vol. 3, No. 31. Note: See also San Francisco.

Chicago—Johnson-Kennedy Radio Corp., 230 N. Michigan Ave. **WIND**. **Chicago Daily News**. No. 2, 16.5 kw visual, 8.5 kw aural, 520 ft. BPCT-187. Vol. 3, No. 26. Note: See also Miami Broadcasting Co., Miami, Fla.

Chicago—Sun and Times Co., 230 N. Michigan Ave. **WJJD**. **Chicago Sun and Times**. No. 13, 37.5 kw visual, 31.8 kw aural, 562 ft. BPCT-196. Vol. 3, No. 38. Note: Same interests (Marshall Field) applicant for Seattle (KJR) and Portland, Ore. (KOIN).

Chicago—Zenith Radio Corp., 6001 W. Dickens Ave. **WEFM-FM**. No. 2, 15 kw visual, 7.5 aural, 566 ft. BPCT-322. TV Addenda 2-B.

Moline—Tri-City Telecasting Co., 17 N. State St. No. 9, 2.5 kw visual, 1.25 kw aural, 406 ft. BPCT-629. TV Addenda 8-C.

Quincy—Lee Broadcasting Inc., 510 Main St. **WTAD (CBS)**. **Lee Syndicate Newspapers**. No. 11, 23.6 kw visual, 12.4 aural, 934 ft. BPCT-468. TV Addenda 3-G.

Rockford—Rockford Broadcasters Inc., News Tower Bldg. **WROK (ABC)**. **Rockford Star and Register-Republic**. No. 12, 28.7 kw visual, 14.35 kw aural, 357 ft. BPCT-462. TV Addenda 3-G and 5-G.

★**ROCK ISLAND**—WHBF-TV, Rock Island Broadcasting Co., 1800 Third Ave. **WHBF (ABC)**. **Rock Island Argus**. No. 4, 13.6 kw visual, 7.6 kw aural, 350 ft. CP 6-9-48. TV Addenda 3-C and 5-G.

Springfield—Sangamon Valley Television Corp., 210 Reisch Bldg. **WTAX (CBS)** and **WSOY (CBS)**, **Decatur**. No. 8, 25.1 kw visual, 12.55 kw aural, 296 ft. BPCT-589. TV Addenda 6-A.

Springfield—WCBS Inc., 523 E. Capitol Ave. **WCVS (ABC)**. **Illinois State Journal and Register**. No. 10, 2.48 kw visual, 1.24 kw aural, 423 ft. BPCT-594. TV Addenda 6-G.

Springfield—Trans-American Television Corp., 1420 Walnut St., Philadelphia, Pa. No. 10, 26.2 kw visual, 13.1 kw aural, 500 ft. BPCT-557. TV Addenda 4-H. Note: Also applicant for Evansville, Ind.

INDIANA

★**BLOOMINGTON**—WTTV, Sarkes Tarzian. Due to start about Oct. 15; for data, see p. 19.

Evansville—Trans-American Television Corp., 1420 Walnut St., Philadelphia, Pa. No. 11, 28 kw visual, 14 kw aural, 500 ft. BPCT-559. TV Addenda 4-H. Note: Also applicant for Springfield, Ill.

Fort Wayne—Capehart-Farnsworth Corp. (IT&T), 201 W. Jefferson St. No. 4, 16 kw visual, 10 kw aural, 280.5 ft. BPCT-508. TV Addenda 3-L.

Fort Wayne—Northeastern Indiana Broadcasting Co. Inc., 1335 Lincoln Bank Tower. **WKJG-CP (MBS)**. **Fort Wayne Journal Gazette**. No. 4, 16 kw visual, 8 kw aural, 338 ft. BPCT-516. TV Addenda 3-L.

Fort Wayne—Westinghouse Radio Stations Inc., 925 S. Harrison St. **WOWO (ABC)**. No. 2, 15.07 kw visual, 7.53 kw aural, 500 ft. BPCT-596. TV Addenda 6-H.

Indianapolis—Universal Broadcasting Co. Inc., Board of Trade Bldg. **WISH (ABC)**. No. 8, 24.1 kw visual, 12.9 kw aural, 440 ft above ground. BPCT-110. TV Addenda 2-A.

Indianapolis—Crosley Broadcasting Corp., 140 W. Ninth St., Cincinnati, O. **WLW, Cincinnati (NBC)**. No. 12, 33.4 kw visual, 28.2 kw aural, 426 ft. BPCT-290. TV Addenda 1-I. Note: Operates WLW-T, Cincinnati; WLWC, Columbus and WLWD, Dayton, O.; seeks purchase of WHAS-TV, Louisville (Vol. 4:40; Vol. 5:10).

Indianapolis—Indiana Broadcasting Corp., 30 W. Washington St. **WIBC (MBS)**. **Indianapolis News**. No. 12, 27.8 kw visual, 13.9 kw aural, 498 ft. BPCT-328. TV Addenda 2-B.

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INDIANA (Continued)

Indianapolis—Indianapolis Broadcasting Inc., Claypool Hotel. WIRE (NBC). Indianapolis Star. No. 8, 26.2 kw visual, 13.1 kw aural, 457 ft. BPCT-281. TV Addenda 1-H and 5-A.

South Bend—South Bend Tribune, 225 W. Colfax Ave. WSBT (CBS). No. 13, 27.7 kw visual, 13.8 kw aural, 561 ft. BPCT-242. TV Addenda 1-B.

Terre Haute—Wabash Valley Broadcasting Corp., 120 S. Seventh St. WTHI (CBS). No. 4, 15.3 kw visual, 7.65 kw aural, 351 ft. BPCT-627. TV Addenda 8-B.

IOWA

★ AMES—WOI-TV, Iowa State College of Agriculture & Mechanic Arts, Iowa State College. WOI. No. 4, 13 kw visual, 10.4 kw aural, 506 ft. CP 9-19-46.

Boone—Boone Broadcasting Co., Box 518. No. 7, 2.5 kw visual, 1.25 kw aural, 215 ft. BPCT-608. TV Addenda 7-E.

Cedar Rapids—The Gazette Co., 506 Third Ave., SE. KCRG (MBS). Cedar Rapids Gazette. No. 7, 22.1 kw visual, 11.6 kw aural, 350 ft. BPCT-469. TV Addenda 3-G.

★ DAVENPORT—WOC-TV, Central Broadcasting Co., due to start about Oct. 30; for data, see p. 19.

Davenport—Davenport Broadcasting Co., 324 Walnut St. KSTT (MBS). No. 2, 1.625 kw visual, 813 watts aural, 236 ft. BPCT-495. TV Addenda 2-B.

Des Moines—Central Broadcasting Co., 914 Walnut St. WHO (NBC). No. 12, 31 kw visual, 15.5 kw aural, 100 ft above ground. BPCT-334. TV Addenda 2-B. Same interests hold CP for WOC-TV, Davenport, Ia.; own 25% of KMA-TV, Omaha.

Des Moines—Cowles Broadcasting Co., Register & Tribune Bldg. KRNT (ABC). Des Moines Register & Tribune. No. 9, 28.5 kw visual, 14.25 kw aural, 632 ft. BPCT-315. TV Addenda 2-A. Note: Same interests hold CP for KTRV, Minneapolis; applicant for Boston (WCOP).

Des Moines—Independent Broadcasting Co., 500 Banker's Trust Bldg. KIOA-CP. No. 5, 23.9 kw visual, 12.6 kw aural, 379 ft. BPCT-287. TV Addenda 1-I.

Des Moines—Murphy Broadcasting Co., Old Colony Bldg. KSO (CBS). No. 2, 16.85 kw visual, 8.425 kw aural, 497 ft. BPCT-370. TV Addenda 2-F.

Des Moines—Tri-States Meredith Broadcasting Co., Paramount Bldg. No. 2, 16.85 kw visual, 8.425 kw aural, 497 ft. BPCT-362. TV Addenda 2-E. Note: Half-owned by United Paramount Theatres Inc., which operates WBKB, Chicago, is also applicant for Boston, Detroit, Tampa, all in name of subsidiaries.

Iowa City—State University of Iowa, Iowa Ave. & Dubuque St. WSUI. No. 11, 32.65 kw visual, 16.13 kw aural, 169.4 ft. BPCT-339. TV Addenda 2-C.

Oelwein—Northeast Iowa Radio Corp. No. 6, 1 kw visual, 500 watts aural, 210 ft. BPCT-628. TV Addenda 8-C.

KANSAS

Topeka—Midland Broadcasting Co., Pickwick Hotel, Kansas City, Mo. KMBC, Kansas City (CBS). No. 7, 950 watts visual, 425 watts aural, 187 ft. BPCT-358. TV Addenda 2-D. Note: Also applicant for Kansas City and St. Joseph, Mo.

Topeka—Topeka Broadcasters Association Inc., 1035 Topeka Blvd. WIBW (CBS). Topeka Capital and State Journal-Capper. No. 11, 26.3 kw visual, 13.2 kw aural, 441 ft. BPCT-371. TV Addenda 2-E and 5-A.

Wichita—OkeKan Television Chain Inc., 925 Market St., Wilmington, Del. (Lawrence J. Heller, 1703 K St., N.W., Washington, D. C.) No. 4, 15.1 kw visual, 7.78 kw aural, 500 ft. BPCT-528. TV Addenda 4-A.

KENTUCKY

★ LOUISVILLE—WHAS-TV, WHAS Inc., Courier-Journal Bldg. WHAS (CBS). Louisville Courier-Journal and Times. No. 9, 9.6 kw visual, 7.2 kw aural, 529 ft. CP 9-19-46.

Louisville—Mid-America Broadcasting Corp., 234 Starks Bldg. WKLO. No. 13, 27.6 kw visual 13.8 kw aural, 500 ft BPCT-552. TV Addenda 4-F.

LOUISIANA

Baton Rouge—Baton Rouge Broadcasting Co. Inc., 444 Florida St. WJBO (NBC). Baton Rouge Advocate & State Times. No. 9, 26.9 kw visual, 13.9 kw aural, 415.6 ft. BPCT-467. TV Addenda 3-G.

★ NEW ORLEANS—WRTV, Maison Blanche Co., Canal and Dauphine Sts. Affiliated with WSMB (NBC). No. 4, 14.5 kw visual, 7.6 kw aural, 380 ft. CP 1-16-47. Cited for lack of diligence; decision awaited (Vol. 4:43; Vol. 5:6).

New Orleans—Loyola University, Roosevelt Hotel. WWL (CBS). No. 10, 29.3 kw visual, 15.6 kw aural, 350 ft. BPCT-359. TV Addenda 2-D.

New Orleans—New Orleans Television Co., 1517 Commerce St., Dallas, Tex. No. 2, 14.385 kw visual, 7.342 kw aural, 505 ft. BPCT-367. TV Addenda 2-E and 5-B. Note: Same interests hold CPs for KTLX, Phoenix and KEYL, San Antonio; applicant for Corpus Christi.

Shreveport—Ben Beckham d/b as Fairfield Manor Television Co., Box 147. No. 11, 18.25 kw visual, 9.1 kw aural, 514 ft. BPCT-470. TV Addenda 3-H.

Shreveport—International Broadcasting Corp., Commercial Nat'l Bank Bldg. KWKH (CBS). Shreveport Times. No. 8, 24 kw visual, 13 kw aural, 600 ft. BPCT-505. TV Addenda 3-K.

Shreveport—Mid-South Broadcasting Co., 661 Wilder Place. (William Ramsey, administrator of estate of late W. Harry Johnson). No. 6, 18.3 kw visual, 9.1 kw aural, 522 ft. BPCT-447. TV Addenda 3-F. Note: Also applicant for Little Rock, Oklahoma City, Memphis, Jackson, Miss.

Shreveport—KTBS Inc., Box 1387. KTBS (NBC). No. 4, 14.25 kw visual, 7.66 kw aural, 500 ft. BPCT-464. TV Addenda 3-G.

Shreveport—Homer W. Snowden d/b as Shreveport Television Co., 6336 Richmond St., Dallas, Tex. No. 8, 26.4 kw visual, 13.2 kw aural, 494 ft. BPCT-396. TV Addenda 3-B. Note: Also applicant for Denver and Oklahoma City.

MAINE

Portland—Congress Square Hotel Co., 579 Congress St. WCSH (NBC). No. 11, 30.5 kw visual power, 15.25 kw aural, 500 ft. BPCT-518. TV Addenda 3-M.

Portland—Oliver Broadcasting Corp., Baxter Blvd. & Forest Ave. WPOR (ABC). No. 8, 29.3 kw visual, 15.4 kw aural, 327 ft. BPCT-504. TV Addenda 3-K.

MARYLAND

Cumberland—Cumberland Broadcasting Co., 31 Frederick St. WTBO (NBC). No. 2, 1.52 kw visual, 760 watts aural, 1,488 ft. BPCT-561. TV Addenda 4-I.

Cumberland—Tower Realty Co., 222 E. Baltimore St., Baltimore, Md. WCUM-CP (CBS). No. 2, 1 kw visual, 500 watts aural, 410 ft. BPCT-500. TV Addenda 3-K.

Frederick—Monocacy Broadcasting Co., E. Church St. WFMD (CBS). No. 3, 276 watts visual, 282 watts aural, 987 ft. BPCT-570. TV Addenda 4-K.

Hagerstown—Hagerstown Broadcasting Co. Inc., 33 W. Franklin St. WJEJ (MBS). No. 6, 767 watts visual, 384 watts aural, 1,308 ft. BPCT-441. TV Addenda 3-E.

MASSACHUSETTS

Boston—Columbia Broadcasting System Inc., 182 Tremont St. WEEI (CBS). No. 9, 26 kw visual, 27.4 kw aural, 504 ft. BPCT-247. TV Addenda 1-C. Note: See also San Francisco, Cal.

Boston—Massachusetts Broadcasting Corp., Copley Plaza Hotel. WCOP (ABC). No. 9, 20 kw visual, 10 kw aural, 546 ft. BPCT-219. Vol. 3:47. Note: Same interests (Cowles) hold CP for KTRV, Minneapolis; applicant for Des Moines.

Boston—Matheson Radio Co. Inc., 5 St. James St. WHDH. Boston Herald & Traveler. No. 13, 29 kw visual, 19 kw aural, 493 ft. BPCT-248. TV Addenda 1-C.

Boston—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 13, 22 kw visual, 15.75 kw aural, 480 ft. BPCT-210. Vol. 3:45. Note: See Fall River, Mass.

Boston—New England Theatres Inc., 60 Scollay Square. No. 13, 5.95 kw visual, 1.93 kw aural, 402 ft. BPCT-140. Supplement No. 18. Note: Owned by United Paramount Theatres, Inc., which operates WBKB, Chicago, is also applicant for Detroit, Tampa, Des Moines, all in name of subsidiaries.

Boston—Twentieth Century-Fox New England Inc., 105 Broadway. No. 13, 32.16 kw visual, 16.2 kw aural, 470 ft. BPCT-305. TV Directory No. 2. Note: See San Francisco, Cal.

Fall River—Fall River Herald News Publishing Co., 207 Pocasset St. WSAR (MBS). Fall River Herald News. No. 8, 1 kw visual power, 500 watts aural, 495 ft. BPCT-301. TV Directory No. 2.

Fall River—New England Television Co. Inc., 368 Belmont St. No. 8, 3 kw visual, 1.43 kw aural, 490 ft. BPCT-209. Vol. 3:45. Note: Also applicant for Boston, Kansas City, St. Louis, Buffalo, Worcester, Springfield, Mass.

Holyoke—Hampden-Hampshire Corp., 180 High St. WHYN (MBS). Holyoke Transcript. No. 3, 8.5 kw visual, 4.25 kw aural, 1,004.5 ft. BPCT-463. TV Addenda 3-G.

Lawrence—Hildreth & Rogers Co., 278 Essex St. WLAW (ABC). Lawrence Eagle and Tribune. No. 6, 15.2 kw visual, 7.84 kw aural, 565 ft. BPCT-415. TV Addenda 3-C.

Lowell—Lowell Sun Publishing Co., 15 Kearney Square. Lowell Sun. No. 6, 16.18 kw visual, 8.36 kw aural, 630.5 ft. BPCT-459. TV Addenda 3-G.

New Bedford—E. Anthony & Sons Inc., 2 Market St. WNBH (ABC). New Bedford Standard-Times. No. 8, 1 kw visual, 500 watts aural, 500 ft. BPCT-217. Vol. 3:47.

Springfield—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 3, 18 kw visual, 9 kw aural, 502.5 ft above ground. BPCT-278. TV Addenda 1-H. Note: See also Fall River, Mass.

Springfield—Yankee Network Inc., 21 Brookline Ave., Boston, Mass. WNAC, Boston (MBS). No. 3, 18.9 kw visual, 10.1 kw aural, 541 ft. BPCT-333. TV Addenda 2-B. Note: Operates WNAC-TV, Boston; applicant for Bridgeport, Conn.

★ WALTHAM—WRTB, Raytheon Manufacturing Co., 55 Chapel St., Newton 58, Mass. No. 2, 50 kw visual, 30.7 kw aural, 373 ft. Cp 5-16-46. Note: Cited for lack of diligence, extension of completion date recommended by FCC examiner (Vol. 5:6,7,26). Sale to CBS (Vol. 4:44) or Meredith Publishing Co. (Vol. 5:3) pends FCC approval.

Worcester—New England Television Co., 368 Belmont St., Fall River, Mass. No. 5, 18 kw visual, 9 kw aural, 502.6 ft. BPCT-296. TV Addenda 1-I. Note: See also Fall River, Mass.

Worcester—WTAG Inc., 20 Franklin St. WTAG (CBS). Worcester Telegram & Gazette. No. 5, 16.886 kw visual, 8.443 kw aural, 693 ft. BPCT-338. TV Addenda 2-C.

MICHIGAN

Detroit—United Detroit Theatres Corp., 1600 Stroh Bldg. No. 5, 16.4 kw visual, 8.2 kw aural, 538 ft. BPCT-50. Supplement No. 18. Note: Owned by United Paramount Theatres Inc., which operates WBKB, Chicago, is also applicant for Boston, Tampa, Des Moines, all in name of subsidiaries.

Detroit—WJR, The Goodwill Station Inc., 2100 Fisher Bldg. WJR (CBS). No. 5, 17.8 kw visual, 8.9 kw aural, 530.5 ft. BPCT-212. Vol. 3:45. Note: Same interests (Richards) applicant for Cleveland (WGAR).

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Flint—Advertisers Press Inc., 209 W. First Ave. **WAJL-FM.** Flint News-Advertiser (semi-weekly). No. 11, 2.93 kw visual, 1.47 kw aural, 205 ft. BPCT-346. TV Addenda 2-C.

Flint—Booth Radio Stations Inc., 112 W. Water St. **WBBC (MBS).** No. 11, 2.8 kw visual, 1.4 kw aural. 347 ft. BPCT-393. TV Addenda 3-B.

Grand Rapids—Grandwood Broadcasting Co., 1408 Grand Rapids National Bank Bldg. **WOOD (NBC).** No. 9, 25.86 kw visual, 20.7 kw aural, 486 ft. BPCT-548. TV Addenda 4-F. 50% owned by Harry N. Bitner, owner of WFBM-TV, Indianapolis.

★ **KALAMAZOO**—WKZO-TV, Fetzer Broadcasting Co., 124 W. Michigan Ave. **WKZO (CBS).** No. 3, 15.7 kw visual, 7.9 kw aural, 341 ft. CP 7-29-48. TV Addenda 3-H.

★ **LANSING**—WJIM-TV, WJIM Inc., Bank of Lansing Bldg. **WJIM (ABC).** No. 6, 19 kw visual, 9 kw aural, 310 ft. CP 7-29-48. TV Addenda 3-F.

Saginaw—Booth Radio Stations Inc., 600 Buhl Bldg., Detroit, Mich. **WSGW.** No. 8, 2.75 kw visual, 1.38 kw aural, 233 ft. BPCT-609. TV Addenda 7-E. Note: Also applicant for Flint.

Saginaw—Saginaw Broadcasting Co., 610 Eddy Bldg. **WSAM (NBC).** No. 13, 2.55 kw visual, 1.275 kw aural, 389 ft. BPCT-440. TV Addenda 3-E and 5-C.

MINNESOTA

Duluth—Head of the Lakes Broadcasting Co. Inc., WEBC Bldg. **WEBC (NBC).** Superior Evening Telegram. No. 3, 1.6 kw visual, 800 watts aural, 769 ft. BPCT-621. TV Addenda 7-L. Note: Same interests also applicant for TV in Madison, Wis.

Minneapolis—Beck Studios Inc., 1722 Hennepin Ave. No. 7, 18 kw visual, 9 kw aural, 500 ft. BPCT-382. TV Addenda 2-G.

Minneapolis—Independent Merchants Broadcasting Co., 1730 Hennepin Ave. **WLOL (MBS).** No. 7, 25 kw visual, 13 kw aural, 397 ft. BPCT-366. TV Addenda 2-E.

St. Paul—WMIN Broadcasting Co., 1287 St. Anthony Ave. **WMIN.** No. 2, 13.7 kw visual, 6.85 kw aural, 406 ft. BPCT-343. TV Directory No. 2.

MISSISSIPPI

Jackson—Mid-South Broadcasting Co., 661 Wilder Pl., Shreveport, La. (William Ramsey, administrator of estate of late W. Harry Johnson). No. 7, 20.2 kw visual, 14.4 kw aural, 408 ft. BPCT-489. TV Addenda 3-J. Note: Also applicant for Little Rock, Shreveport, Oklahoma City, Memphis.

MISSOURI

Clayton—Lutheran Church-Missouri Synod, 801 De Mun Ave. **KFUO.** No. 2, 980 watts visual, 639 watts aural, 533 ft. BPCT-404. TV Addenda 3-B.

★ **KANSAS CITY**—WDAF-TV, Kansas City Star Co. Due to start Oct. 16; for rates, data, etc., see p. 26.

Kansas City—KCKN Broadcasting Co., 501 N. Eighth St., Kansas City, Kan. **KCKN, Kansas City, Kan. Kansas City Kansan-Capper.** No. 2, 15.4 kw visual, 7.7 kw aural, 565 ft. BPCT-312. TV Addenda 2-A. Note: Capper interests also applicant for Topeka (WIBW).

Kansas City—KCMO Broadcasting Co., 922 Walnut St. **KCMO (ABC).** No. 5, 18.1 kw visual, 9.1 kw aural, 407 ft. BPCT-291. TV Addenda 1-I.

Kansas City—Midland Broadcasting Co., Pickwick Hotel. **KMBC (CBS).** No. 7, 20.8 kw visual, 10.4 kw aural, 495 ft. BPCT-292. TV Addenda 1-I. Note: Also applicant for Topeka, Kan. and St. Joseph, Mo.

Kansas City—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 5, 20 kw visual, 10 kw aural, 565 ft. BPCT-267. TV Addenda 1-G. See also Fall River, Mass.

Kansas City—Twentieth Century-Fox of Missouri Inc., 3706 Broadway. No. 9, 27.5 kw visual, 13.7 kw aural, 503 ft. BPCT-522. TV Addenda 3-M. Note: See also San Francisco, Cal.

Kansas City—WHB Broadcasting Co., Scarritt Bldg. **WHB (MBS).** No. 5, 18 kw visual, 10 kw aural, 497 ft. BPCT-316. TV Addenda 2-A.

St. Joseph—KFEQ Inc., 109 N. Seventh St. **KFEQ (MBS). St. Joseph News-Press and Gazette.** No. 13, 2.33 kw visual, 1.17 kw aural, 612.8 ft. BPCT-425. TV Addenda 3-D.

St. Joseph—Midland Broadcasting Co., Pickwick Hotel, Kansas City, Mo. **KMBC, Kansas City, Mo. (CBS).** No. 13, 3.05 kw visual, 1.525 kw aural, 303 ft. BPCT-369. TV Addenda 2-E. Note: See also Kansas City, Mo.

St. Louis—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 4, 20 kw visual, 10 kw aural, 528 ft. BPCT-277. TV Addenda 1-H. Note: See also Fall River, Mass.

St. Louis—St. Louis University, 3642 Lindell Blvd. **WEW.** No. 7, 22.192 kw visual, 23.4 kw aural, 586 ft. BPCT-294. TV Addenda 1-I.

St. Louis—Star-Times Publishing Co., 12th St. & Delmar Blvd. **KXOK (ABC). St. Louis Star-Times.** No. 4, 22.9 kw visual, 11.46 kw aural, 717 ft. BPCT-327. TV Addenda 2-B.

St. Louis—Twentieth Century-Fox of St. Louis Inc., 3330 Olive St. No. 9, 36 kw visual, 22.5 kw aural, 586 ft. BPCT-554. TV Addenda 4-G. Note: See also San Francisco, Cal.

St. Louis—KWK Inc., 4965 Lindell Blvd. **KWK (MBS). St. Louis Globe-Democrat.** No. 9, 29.6 kw visual, 15.6 kw aural, 595 ft. BPCT-324. TV Addenda 2-A.

NEBRASKA

Lincoln—Inland Broadcasting Co., 672 World Insurance Bldg. **KOLN (MBS).** No. 10, 2.3 kw visual, 1.1 kw aural, 320 ft. BPCT-632. TV Addenda 8-E. Note: Also owns KBON, Omaha.

Omaha—Central States Broadcasting Co., Omaha National Bank Bldg. **KOIL (ABC).** No. 7, 26.2 kw visual, 13.1 kw aural, 578 ft. BPCT-475. TV Addenda 3-H.

Omaha—KFAB Broadcasting Co., 17th & Farnam Sts. **KFAB (CBS). Lincoln (Neb.) State Journal.** No. 7, 24.4 kw visual, 12.7 kw aural, 415 ft. BPCT-390. TV Addenda 3-A.

NEVADA

Reno—J. E. Riley and H. H. Luce d/b as R and L Co., 28 E. First St. No. 7, 30 kw visual, 15 kw aural, 2,775 ft. BPCT-612. TV Addenda 7-H.

NEW HAMPSHIRE

Portsmouth—WHEB Inc., Box 120. **WHEB (MBS).** No. 5, 27.5 kw visual, 14.5 kw aural, 733 ft. BPCT-400. TV Addenda 3-B.

Manchester—Grandview Inc., 155 Front St. No. 12, 10 kw visual, 5 kw aural, 955 ft. BPCT-542. TV Addenda 4-C.

NEW JERSEY

Atlantic City—Atlantic City Television Broadcasting Co., Claridge Hotel. No. 8, 1 kw visual, 1 kw aural, 500 ft. BPCT-325. TV Addenda 2-B. Note: Half-owned by Philco Corp., operator of WPTZ (TV), Philadelphia; applicant for Bethlehem, Pa.

Atlantic City—Neptune Broadcasting Corp., Steel Pier. **WFPG (ABC).** No. 8, 1 kw visual, 500 watts aural, 405 ft. BPCT-269. TV Addenda 1-G.

Atlantic City—Press-Union Publishing Co., 1900 Atlantic Ave. **WBAB (CBS). Atlantic City Press and Union.** No. 8, 1 kw visual, 500 watts aural, 378 ft. BPCT-512. TV Addenda 3-L.

New Brunswick—Home News Publishing Co., 137 Church St. **WDHN-FM. New Brunswick Home News.** No. 8, 540 watts visual, 270 watts aural, 159 ft. (directional antenna). BPCT-597. TV Addenda 6-H.

Trenton—Trent Broadcast Corp., 35 W. State St. **WTTM (NBC).** No. 8, 1 kw visual, 500 watts aural, 252 ft. BPCT-194. Vol. 3:38.

NEW MEXICO

Albuquerque—William J. Baker, 492 W. Englewood Ave., Teaneck, N. J. No. 5, 16.45 kw visual, 8.73 kw aural, 279 ft. BPCT-586. TV Addenda 5-B.

Albuquerque—Leland Holzer, 501 S. Vermont Ave., Los Angeles, Cal. No. 5, 17.5 kw visual, 8.75 kw aural, 3,987 ft. BPCT-583. TV Addenda 5-A. Note: See Tucson, Ariz.

NEW YORK

Albany—Hudson Valley Broadcasting Co. Inc., 204 Washington Ave. **WROW (MBS).** No. 7, 5 kw visual, 2.5 kw aural, 1,171 ft. BPCT-389. TV Addenda 3-A.

Albany—Meredith Champlain Television Corp., 35 State St. No. 11, 12 kw visual, 6.03 kw aural, 864 ft. BPCT-421. TV Addenda 3-C. *New corporation formed to embrace WXKW(AM); Vol. 4, No. 26.* Note: Meredith Publishing Co. operates WHEN, Syracuse, N. Y., applicant for Rochester, N. Y.

Albany—Patroon Broadcasting Co. Inc., 11 N. Pearl St. **WPTR.** No. 9, 29.6 kw visual, 14.8 kw aural, 1,007 ft. BPCT-405. TV Addenda 3-B.

Albany—Van Curler Broadcasting Corp., Palace Theatre Bldg. No. 9, 8 kw visual, 5 kw aural, 1,061 ft. BPCT-408. TV Addenda 3-C.

★ **BINGHAMTON**—WNBF-TV, Clark Associates Inc., 134 Chenango St. **WNBF (CBS).** No. 12, 12 kw visual, 11.7 kw aural, 855 ft. *Requests change to 23.45 kw visual.* CP 2-5-48. TV Addenda 1-E.

Buffalo—Buffalo Courier-Express Inc., 23 North St. **WEBR (MBS). Buffalo Courier-Express.** No. 7, 25.6 kw visual, 27.2 kw aural, 500 ft. BPCT-251. TV Addenda 1-C.

Buffalo—New England Television Co. Inc., 368 Belmont St., Fall River, Mass. No. 9, 20 kw visual, 10 kw aural, 515 ft. BPCT-270. TV Addenda 1-G. Note: See also Fall River, Mass.

Buffalo—WGR Broadcasting Corp., Rand Bldg. **WGR (CBS).** No. 9, 30.4 kw visual, 15.2 kw aural, 472 ft. BPCT-329. TV Addenda 2-B.

Buffalo—WKBW Inc., Rand Bldg. **WKBW (ABC).** No. 9, 30.8 kw visual, 15.4 kw aural, 388 ft. BPCT-284. TV Addenda 1-I.

Corning—Corning Leader Inc., 114 Walnut St. **WKNP-FM. Corning Leader.** No. 9, 650 watts visual, 660 watts aural, 595 ft. BPCT-513. TV Addenda 3-L.

Elmira—Elmira Star-Gazette Inc., 201 Baldwin St. **WENY (NBC and MBS). Elmira Advertiser and Star-Gazette.** No. 9, 2.9 kw visual, 1.45 kw aural, 704 ft. BPCT-529. TV Addenda 4-A. Note: Same interests (Gannett) applicants for Hartford, Rochester, N. Y.

Ithaca—Cornell University, Savings Bank Bldg. **WHCU (CBS).** No. 4, 13.6 kw visual, 6.8 kw aural, 847 ft. BPCT-534. TV Addenda 4-B.

★ **NEW YORK CITY**—WOR-TV, Bamberger Broadcasting Service Inc. Due to start Oct. 5; for rates, data, etc., see p. 33.

Niagara Falls—Niagara Falls Gazette Publishing Co., 310 Niagara St. **WHLD. Niagara Falls Gazette.** No. 9, 23.1 kw visual, 11.65 kw aural, 423 ft. BPCT-376. TV Addenda 2-F.

Rochester—Meredith Publishing Co., Des Moines, Ia. No. 11, 37.6 kw visual, 18.8 kw aural, 465 ft. BPCT-439. TV Addenda 3-E. Note: Meredith operates WHEN, Syracuse, N. Y., is applicant for Albany N. Y.

Rochester—WARC Inc., Sheridan Hotel. **WARC (ABC).** No. 11, 36.1 kw visual, 18.05 kw aural, 534 ft. BPCT-337. TV Addenda 2-C.

Rochester—WHEC Inc., 40 Franklin St. **WHEC (CBS). Rochester Democrat & Chronicle and Times-Union.** No. 2, 22.4 kw visual, 11.2 kw aural, 386 ft. BPCT-326. TV Addenda 2-B. Note: Same interests (Gannett) applicant for Hartford Conn. and Elmira, N. Y.

★ **SYRACUSE**—WSYR-TV, Central New York Broadcasting Co. Inc., 224 Harison St. **WSYR (NBC). Syracuse Post-Standard and Herald-Journal-Newhouse Newspapers.** No. 5, 25.8 kw visual, 12.9 kw aural, 640 ft. CP 7-12-48. TV Addenda 2-A.

Troy—Troy Broadcasting Co. Inc., 92 Fourth St. **WTRY (CBS).** No. 9, 10 kw visual, 6.8 kw aural, 924 ft. BPCT-412. TV Addenda 3-C.

★ **UTICA**—WKTV, Copper City Broadcasting Corp. Due to start about Oct. 30; for rates, data, etc., see p. 35.

NORTH CAROLINA

Asheville—Mary Pickford Rogers, 1143 Summit Dr., Beverly Hills, Cal. No. 5, 17 kw visual, 8.5 aural, 2,276 ft. BPCT-625. TV Addenda 8-A. Note: Also applicant for Durham and Winston-Salem.

Charlotte—Inter-City Advertising Co., 120 E. Third St. **WAYS (ABC and MBS)**. No. 11, 2.8 kw visual, 1.4 kw aural, 460 ft. BPCT-344. TV Addenda 2-C. Note: Also applicant for Greensboro, N. C. (see below).

Charlotte—Radio Station WSOC Inc., 1925 N. Tryon St. **WSOC (NBC)**. No. 9, 25.5 kw visual, 12.8 kw aural, 443 ft. BPCT-304. TV Directory No. 2.

Charlotte—Surety Broadcasting Co., 112 S. Tryon St. **WIST-FM**. *Interlocking ownership with WIS, Columbia, S. C. (NBC) and WSPA, Spartanburg, S. C. (CBS)*. No. 9, 27.805 kw visual, 13.903 kw aural, 442 ft. BPCT-349. TV Addenda 2-C.

Durham—Durham Radio Corp., 138 E. Chapel Hill St. **WDNC (CBS). Durham Herald and Sun.** No. 4, 22.82 kw visual, 11.41 kw aural, 485 ft. BPCT-626. TV Addenda 8-A.

Durham—Mary Pickford Rogers, 1143 Summit Dr., Beverly Hills, Cal. No. 4, 18.5 kw visual, 9.25 kw aural, 500 ft. BPCT-604. TV Addenda 7-C. Note: Also applicant for Asheville and Winston-Salem.

Durham—Harold H. Thoms, 310 E. Main St. **WHHT (MBS)**. No. 7, 2.46 kw visual, 1.23 kw aural, 468 ft. BPCT-610. TV Addenda 7-F. Note: Has interest in TV application for Charlotte (WAYS) and Greensboro (WCOG).

Greensboro—Inter-City Advertising Co., 316 S. Green St. **WCOG (ABC)**. No. 10, 28.6 kw visual, 14.3 kw aural, 369 ft. BPCT-588. TV Addenda 5-K. Note: Also applicant for Charlotte, N. C. (see above).

High Point—Radio Station WMFR Inc., 164 S. Main St. **WMFR (ABC)**. No. 12, 1 kw visual, 691 watts aural, 378.6 ft. BPCT-546. TV Addenda 4-D.

Raleigh—WPTF Radio Co., Insurance Bldg. **WPTF (NBC)**. No. 5, 16.6 kw visual, 8.3 kw aural, 621 ft. BPCT-511. TV Addenda 3-L.

Salisbury—Mid-Carolina Broadcasting Co., P. O. Box 99. **WSAT**. No. 4, 14.85 kw visual, 7.42 kw aural, 263 ft. BPCT-613. TV Addenda 7-H.

Winston-Salem—Piedmont Publishing Co., 419 N. Spruce St. **WSJS (NBC). Winston-Salem Journal and Sentinel.** No. 6, 28.4 kw visual, 14.2 kw aural, 356 ft. BPCT-614. TV Addenda 7-H.

Winston-Salem—Mary Pickford Rogers, 1143 Summit Dr., Beverly Hills, Cal., No. 6, 18.5 kw visual, 9.25 kw aural, 500 ft. BPCT-603. TV Addenda 7-C. Note: Also applicant for Asheville and Durham.

OHIO

Akron—Allen T. Simmons, Box 830. **WADC (CBS)**. No. 11, 28.35 kw visual, 14.18 kw aural, 372 ft. BPCT-243. TV Addenda 1-B.

Akron—Summit Radio Corp., 106 S. Main St. **WAKR (ABC). Akron Beacon-Journal.** No. 11, 31 kw visual, 16.37 kw aural, 310 ft. BPCT-230. TV Addenda 1-A. Note: See also Miami Broadcasting Co., Miami, Fla.

Bellaire—Tri-City Broadcasting Co., 3266 Guernsey St. **WTRF. Bellaire Times-Leader.** No. 12, 27 kw visual, 13.5 kw aural, 538 ft. BPCT-437. TV Addenda 3-E.

Canton—Brush-Moore Newspapers Inc., 550 Market Ave., S. **WHBC (ABC). Canton Repository.** No. 7, 24 kw visual, 12.6 kw aural, 442 ft. BPCT-264. TV Addenda 1-F.

Cincinnati—Allen B. DuMont Laboratories Inc., 515 Madison Ave., New York City. No. 2, 31.2 kw visual, 33.7 kw aural, 522 ft. BPCT-163. Supplement No. 18. Note: Operates WABD, New York City, and WTTG, Washington; holds CP for WDTV, Pittsburgh; applicant for Cleveland. Denial proposed due to interlocking ownership with Paramount Pictures Inc. (Vol. 4:51).

★ **CLEVELAND**—WXEL, c/o Empire Coil Co., 238 Huguenot St., New Rochelle, N. Y. No. 9, 21 kw visual, 13 kw aural, 725 ft. CP 10-30-47.

Cleveland—Allen B. DuMont Laboratories Inc., 515 Madison Ave., New York City. No. 2, 14.9 kw visual, 7.47 kw aural, 786 ft. BPCT-161. Supplement No. 18. Note: Operates WABD, New York City, WTTG, Washington and WDTV, Pittsburgh; applicant also for Cincinnati. Denial proposed due to interlocking ownership with Paramount Pictures Inc. (Vol. 4:51).

Cleveland—Cleveland Broadcasting Inc., 1708 Union Commerce Bldg. **WERE-FM**. No. 2, 15.5 kw visual, 7.79 kw aural, 636 ft. BPCT-279. TV Addenda 1-I.

Cleveland—United Broadcasting Co., Terminal Tower. **WHK (MBS). Cleveland Plain Dealer and News.** No. 7, 27 kw visual, 13.8 kw aural, 685 ft. BPCT-216. Vol. 3:46. Note: Same interests hold 40% in WKBN, Youngstown, O., also applicant for TV.

Cleveland—WGAR Broadcasting Co., Hotel Statler. **WGAR (CBS)**. No. 7, 11 kw visual, 6.58 kw aural, 568 ft. BPCT-214. Vol. 3:45. Note: Same interests (Richards) applicant for Detroit (WJR).

Cleveland—WJW Inc., 1375 Euclid Ave. **WJW (ABC)**. No. 2, 14.3 kw visual, 7.88 kw aural, 595 ft. BPCT-250. TV Addenda 1-C.

★ **COLUMBUS**—WBNS-TV, Dispatch Printing Co. Due to start about Oct. 5; for rates, data, etc., see p. 39.

Toledo—Community Broadcasting Co., Bell Bldg. **WTOL (ABC)**. No. 3, 16.7 kw visual, 8.4 kw aural, 500 ft. BPCT-590. TV Addenda 6-D.

Toledo—Maumee Valley Broadcasting Co., 902 Toledo Trust Bldg. No. 11, 17.66 kw visual, 8.83 kw aural, 520 ft. BPCT-303. TV Directory No. 2.

Toledo—Toledo Blade Co., 533 Superior St. **Toledo Blade-Paul Block Newspapers.** No. 10, 31.8 kw visual, 17 kw aural, 439 ft. BPCT-262. TV Addenda 1-E. See also Pittsburgh, Pa.

Youngstown—Mansfield Radio Co., 100 Wick Bldg. No. 13, 20 kw visual, 10 kw aural, 512.5 ft. BPCT-295. TV Addenda 1-I and 4-H.

Youngstown—Vindicator Printing Co., Vindicator Square. **WFMJ (ABC). Youngstown Vindicator.** No. 13, 23.6 kw visual, 26.2 kw aural, 700 ft above ground. BPCT-259. TV Addenda 1-E.

Youngstown—WKBN Broadcasting Corp., 17 N. Champion St. **WKBN (CBS)**. No. 13, 23.4 kw visual, 11.7 kw aural, 509 ft. BPCT-275. TV Addenda 1-H. Note: See also WHK, Cleveland.

OKLAHOMA

Oklahoma City—Mid-South Broadcasting Co., 661 Wilder Place, Shreveport, La. (William Ramsey, administrator of estate of late W. Harry Johnson). No. 5, 16.6 kw visual, 8.3 kw aural, 482 ft. BPCT-454. TV Addenda 3-G. Note: Also applicant for Little Rock, Shreveport, Memphis, Jackson, Miss.

Oklahoma City—KOMA Inc., 228 W. Grand St. **KOMA (CBS)**. No. 5, 17.3 kw visual, 8.65 kw aural, 490 ft. BPCT-539. TV Addenda 4-C. Note: Same interests applicant for Tulsa (KTUL).

Oklahoma City—Homer W. Snowden d/b as Oklahoma City Television Co., 6336 Richmond St., Dallas, Tex. No. 9, 29.5 kw visual, 14.7 kw aural, 462 ft. BPCT-491. TV Addenda 3-J. Note: Also applicant for Denver and Shreveport.

Oklahoma City—Southwestern Publishing Co., 920 Rogers Ave., Fort Smith, Ark. **Southwestern American and Times-Record.** No. 9, 29.52 kw visual, 14.9 kw aural, 525 ft. BPCT-497. TV Addenda 3-K. Note: Also applicant for Little Rock and Tulsa.

★ **TULSA**—KOTV, Cameron Radio & Television Co. Due to start about Oct. 30; for rates, data, etc., see p. 42.

Tulsa—E. C. Lawson d/b as Tulsa Television Co., c/o J. Edward Johnson, Brownwood, Tex. No. 10, 18.3 kw visual, 9.1 kw aural, 498 ft. BPCT-499. TV Addenda 3-K. Note: Also applicant for Wichita Falls, Tex.

Tulsa—Public Radio Corp., 412 E. Fifth St. **KAKC**. No. 10, 26.9 kw visual, 13.5 kw aural, 369 ft. BPCT-479. TV Addenda 3-H and 3-I.

Tulsa—Southwestern Publishing Co., 920 Rogers Ave., Fort Smith, Ark. **Southwestern American and Times-Record.** No. 8, 24.13 kw visual, 12.7 kw aural, 520 ft. BPCT-497. TV Addenda 3-D. Note: Also applicant for Little Rock and Oklahoma City.

Tulsa—Southwestern Sales Corp., Philtower Bldg. **KVOO (NBC)**. No. 8, 31 kw visual, 15.3 kw aural, 396 ft. BPCT-530. TV Addenda 4-A.

Tulsa—Tulsa Broadcasting Co., 1850 S. Boulder St. **KTUL (CBS)**. No. 8, 18.5 kw visual, 9.25 kw aural, 263 ft. BPCT-517. TV Addenda 3-M. Note: Same interests applicant for Oklahoma City (KOMA).

OREGON

★ **PORTLAND**—KTVU, Video Broadcasting Co., 6331 Hollywood Blvd., Los Angeles, Cal. No. 3, 15.5 kw visual, 9 kw aural, 865 ft. CP 4-29-48. TV Addenda 2-C. Note: Cited for delay in construction (Vol. 5:28).

Portland—KOIN Inc., New Heathman Hotel. **KOIN (CBS)**. No. 8, 22.2 kw visual, 11.7 kw aural, 1,401 ft. BPCT-493. TV Addenda 3-J. Note: See also Sun and Times Co., Chicago.

Portland—KPOJ Inc., 919 S. W. Taylor St. **KPOJ (MBS). Portland Oregon Journal.** No. 12, 2.84 kw visual, 1.42 kw aural, 1,037 ft. BPCT-509. TV Addenda 3-L.

Portland—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 10, 30 kw visual, 15 kw aural, 2,768 ft. BPCT-538. TV Addenda 4-C. Note: Also applicant for Denver, Salt Lake City, Seattle, Fresno, Cal.

Portland—Oregonian Publishing Co., 615 S. W. Alder St. **KGW (NBC). Portland Oregonian.** No. 6, 10 kw visual, 11.2 kw aural, 984 ft. BPCT-431. TV Addenda 3-D.

Portland—Westinghouse Radio Stations Inc., 815 W. Yamhill. **KEX (ABC)**. No. 10, 8.5 kw visual, 4.25 kw aural, 974 ft. BPCT-494. TV Addenda 3-J. Note: Operates WBZ-TV, Boston; applicant for Pittsburgh and Fort Wayne.

PENNSYLVANIA

Allentown—Lehigh Valley Broadcasting Co., 39 N. Tenth St. **WSAN (NBC). Allentown Call and Chronicle.** No. 8, 440 watts visual, 324 watts aural, 727 ft. *Proposes to share time with Easton Publishing Co., Easton, Pa.* BPCT-232. TV Addenda 1-A.

Allentown—Penn-Allen Broadcasting Co., Masonic Temple Bldg. **WFMZ-FM**. No. 8, 376 watts visual, 188 watts aural, 773 ft. BPCT-486. TV Addenda 3-I.

Altoona—Central Pennsylvania Corp., 6 Leitzell Bldg., State College, Pa. No. 9, 3.11 kw visual, 1.55 kw aural, 1,095 ft. BPCT-519. TV Addenda 3-M. Note: Also applicant for Williamsport, Pa.

Altoona—Gable Broadcasting Co., 1320 Eleventh Ave. **WFBG (NBC)**. No. 9, 7 kw visual, 3.5 kw aural, 1,048 ft. BPCT-543. TV Addenda 4-D.

Bethlehem—Philco Television Broadcasting Corp., Tioga & O Sts., Philadelphia, Pa. No. 8, 2.59 kw visual, 1.6 kw aural, 829 ft. BPCT-263. TV Addenda 1-F. Note: Operates WPTZ (TV), Philadelphia. Note: Half-owner of Atlantic City Television Broadcasting Co.; applicant for Atlantic City.

Easton—Easton Publishing Co., 30 N. Fourth St. **WEEX-FM. Easton Express.** No. 8, 450 watts visual, 450 watts aural, 753 ft. BPCT-261. TV Addenda 1-E. *Proposes to share time with Lehigh Valley Broadcasting Co., Allentown, Pa.*

Erie—Presque Isle Broadcasting Co., 121 W. 10th St. **WERC (NBC)**. No. 3, 1 kw visual, 820 watts aural, 431 ft. BPCT-531. TV Addenda 4-A.

Harrisburg—WABX Inc., 40 Taylor Blvd. **WABX-FM.** No. 8, 3.1 kw visual, 1.86 kw aural, 310 ft. BPCT-201. Vol. 3:42.

Harrisburg—WHP Inc., Telegraph Bldg. **WHP (CBS). Harrisburg Telegraph.** No. 8, 1.4 kw visual, 700 watts aural, 920 ft. BPCT-192. Vol. 3:37.

Hazleton—Hazleton Broadcasting Co., W. Broad & Laurel Sts. **WAZL (NBC and MBS).** No. 2, 210 watts visual, 105 watts aural, 677 ft. BPCT-481. TV Addenda 3-I. Note: Interlocking ownership with WMGW, Meadville, Pa., also TV applicant.

Meadville—Meadville Broadcasting Service Inc., First National Bank Bldg. **WMGW.** No. 13, 2.5 kw visual, 1.23 kw aural, 580 ft. BPCT-523. TV Addenda 3-M. Note: Interlocking ownership with WAZL, Hazleton, Pa., also TV applicant.

Philadelphia—Daily News Television Inc., 1425 Walnut St. **WIBG and Philadelphia Daily News.** No. 12, 19.4 kw visual, 9.73 kw aural, 525 ft. BPCT-119. Vol. 3:9.

Philadelphia—Pennsylvania Broadcasting Co., 35 S. Ninth St. **WIP (MBS).** No. 12, 28.8 kw visual, 14.4 kw aural, 488 ft. BPCT-185. Vol. 3:18.

Pittsburgh—Allegheny Broadcasting Corp., Chamber of Commerce Bldg. **KQV (MBS).** No. 8, 30.8 kw visual, 16.2 kw aural, 489.5 ft. BPCT-147. Vol. 3:46.

Pittsburgh—Matta Broadcasting Co., 1233 Braddock Ave., Braddock, Pa. **WLOA, Braddock.** No. 10, 27.6 kw visual, 13.8 kw aural, 546 ft. BPCT-482. TV Addenda 3-I.

Pittsburgh—Pittsburgh Radio Supply House Inc., 10th St. & Pennsylvania Ave. **WJAS (CBS).** No. 10, 26.6 kw visual, 13.3 kw aural, 444 ft. BPCT-345. TV Addenda 2-C.

Pittsburgh—United Broadcasting Corp., 1130 Oliver Bldg. No. 10, 31 kw visual, 16.3 kw aural, 265 ft. BPCT-276. TV Addenda 1-H.

Pittsburgh—WCAE Inc., William Penn Hotel. **WCAE (ABC). Pittsburgh Sun-Telegraph-Hearst.** No. 10, 14.5 kw visual, 12 kw aural, 804 ft. BPCT-293. TV Addenda 1-I. Note: Same interests (Hearst) operate WBAL-TV, Baltimore; applicant for Milwaukee.

Pittsburgh—Westinghouse Radio Stations Inc., Grant Bldg. **KDKA (NBC).** No. 6, 24.9 kw visual, 24.9 kw aural, 670 ft. BPCT-221. Vol. 3:47. Note: Operates WBZ-TV, Boston; applicant for Portland, Ore. and Fort Wayne.

Pittsburgh—WWSW Inc., 212 Wood St. **WWSW. Pittsburgh Post-Gazette-Paul Block Newspapers.** No. 10, 23.8 visual, 11.9 kw aural, 721 ft. BPCT-254. TV Addenda 1-D. See also Toledo, O.

Reading—Eastern Radio Corp., Berkshire Hotel. **WHUM (CBS).** No. 5, 630 watts visual, 330 watts aural, 632 ft. BPCT-268. TV Addenda 1-G.

Reading—Hawley Broadcasting Co., 533 Penn St. **WEEU (ABC). Reading Eagle.** No. 5, 400 watts visual, 338 watts aural, 739 ft. BPCT-239. TV Addenda 1-B.

Scranton—Appalachian Co., 519 Mulberry St. No. 7, 2.78 kw visual, 1.46 kw aural, 841 ft. BPCT-506. TV Addenda 3-K.

Scranton—Scranton Times, 149 Penn Ave. **WQAN.** No. 11, 2.61 kw visual, 1.31 kw aural, 1,201 ft. BPCT-602. TV Addenda 7-A.

Wilkes-Barre—Louis G. Baltimore, 62 S. Franklin St. **WBRE (NBC).** No. 11, 4.5 kw visual, 2.5 kw aural, 1,230 ft. BPCT-134. Vol. 3:39.

Wilkes-Barre—Wyoming Valley Broadcasting Co., Second Nat'l Bank Bldg. **WILK-CP (ABC).** No. 11, 8 kw visual, 8 kw aural, 1,011.5 ft. BPCT-231. TV Addenda 1-A.

Williamsport—Central Pennsylvania Corp., 6 Leitzell Bldg., State College, Pa. No. 13, 3.64 kw visual, 1.82 kw aural, 1,291 ft. BPCT-520. TV Addenda 3-M. Note: Also applicant for Altoona, Pa.

Williamsport—WRAK Inc., 244 W. Fourth St. **WRAK (NBC). Williamsport Gazette & Bulletin.** No. 13, 3.13 kw visual, 1.57 kw aural, 558 ft. BPCT-521. TV Addenda 3-M.

York—Helm Coal Co., 25 S. Duke St. **WNOW.** No. 8, 700 watts visual, 488.4 watts aural, 549 ft. BPCT-356. TV Addenda 2-D.

York—Susquehanna Broadcasting Co., 47 E. Market St. **WSBA (ABC).** No. 8, 775 watts visual, 388 watts aural, 558 ft. BPCT-302. TV Directory No. 2.

RHODE ISLAND

Providence—Cherry & Webb Broadcasting Co., 15 Chestnut St. **WPRO (CBS).** No. 13, 50 kw visual, 23 kw aural, 616 ft. BPCT-223. Vol. 3:48. *Channel requested from Boston assignment.*

SOUTH CAROLINA

Greenville—Greenville News-Piedmont Co., 305 S. Main St. **WFBC (NBC). Greenville News and Piedmont.** No. 10, 27.8 kw visual, 13.9 kw aural, 1,187 ft. BPCT-541. TV Addenda 4-C.

TENNESSEE

Chattanooga—Charles S. Cornell, 9909 Sunset Blvd., Beverly Hills, Cal. No. 10, 30 kw visual, 15 kw aural, 1,050 ft. BPCT-617. TV Addenda 7-K. Note: Also applicant for Knoxville and Nashville.

Knoxville—Charles S. Cornell, 9909 Sunset Blvd., Beverly Hills, Cal. No. 8, 30 kw visual, 15 kw aural, 497 ft. BPCT-616. TV Addenda 7-K. Note: Also applicant for Chattanooga and Nashville.

Knoxville—Scripps-Howard Radio Inc., 110 S. Gay St. **WNOX (CBS).** No. 6, 18 kw visual, 9 kw aural, 835 ft. BPCT-630. TV Addenda 8-D. Note: Operates also WCPO-TV, Cincinnati, WEWS, Cleveland, and has controlling interest in WMCT (TV), Memphis.

Memphis—Bluff City Broadcasting Co., N. University & Hubert Sts. **WDIA.** No. 5, 14.4 kw visual, 7.2 kw aural, 380 ft. BPCT-206. Vol. 3:43.

Memphis—Harding College, 139 S. Main St. **WHBQ (MBS).** No. 2, 15 kw visual, 7.5 kw aural, 302 ft. BPCT-563. TV Addenda 4-J.

Memphis—Mid-South Broadcasting Co., 661 Wilder Pl., Shreveport, La. (William Ramsey, administrator of estate of late W. Harry Johnson). No. 9, 19.2 kw visual, 13.7 kw aural, 513 ft. BPCT-465. TV Addenda 3-G. Note: Also applicant for Little Rock, Shreveport, Oklahoma City, Jackson, Miss.

Memphis—WMPS Inc., Columbian Mutual Tower. **WMPS (ABC).** No. 9, 25.8 kw visual, 12.9 kw aural, 420 ft. BPCT-514. TV Addenda 3-L.

Memphis—Hoyt B. Wooten d/b as WREC Broadcasting Service, Peabody Hotel. **WREC (CBS).** No. 7, 24 kw visual, 12 kw aural, 435 ft. BPCT-452. TV Addenda 3-G.

★ **NASHVILLE**—WSM-TV, WSM Inc., 27th Ave. & Union St. **WSM (NBC).** No. 4, 14.4 kw visual, 7.2 kw aural, 755 ft. CP 7-29-48. TV Addenda 3-F.

Nashville—Capitol Broadcasting Co., American National Bank Bldg. **WKDA.** No. 9, 28.6 kw visual, 14.3 kw aural, 290 ft. BPCT-507. TV Addenda 3-L.

Nashville—Charles S. Cornell, 9909 Sunset Blvd., Beverly Hills, Cal. No. 2, 16.2 kw visual, 8.1 kw aural, 407 ft. BPCT-611. TV Addenda 7-F. Note: Also applicant for Knoxville and Chattanooga.

Nashville—J. T. Ward d/b as WLAC Broadcasting Service, Third National Bank Bldg. **WLAC (CBS).** No. 7, 16 kw visual, 14.2 kw aural, 746 ft. BPCT-540. TV Addenda 4-C.

Nashville—WSIX Broadcasting Station, Nashville Trust Bldg. **WSIX (ABC).** No. 5, 17.1 kw visual, 8.86 kw aural, 744 ft. BPCT-532. TV Addenda 4-A.

TEXAS

Abilene—Abilene Television Co., 1434 M & W Tower. Dallas, Tex. No. 11, 2.73 kw visual, 1.36 kw aural, 386 ft. BPCT-618. Note: TV Addenda 7-L. Also applicant for Midland and San Angelo, Tex.

Amarillo—C. C. Woodson d/b as Amarillo Television Co., 1517 Commerce St., Dallas Tex. Publisher of Brownwood Bulletin, Del Rio News Herald and other newspapers. No. 5, 1.85 kw visual, 925 watts aural, 449 ft. BPCT-353. TV Addenda 2-D. Note: Also applicant for Austin, Lubbock, Waco.

Austin—Texas Telenet System Inc., 513 Capital National Bank Bldg. No. 10, 27.54 kw visual, 13.77 kw aural, 352 ft. BPCT-566. TV Addenda 4-J. Note: Also applicant for San Antonio, Corpus Christi, Fort Worth, Waco.

Austin—C. C. Woodson d/b as Austin Television Co., 1517 Commerce St., Dallas, Tex. No. 8, 4.25 kw visual, 2.17 kw aural, 455 ft. BPCT-351. TV Addenda 2-D. Note. See also Amarillo.

Beaumont—Beaumont Television Co. No. 8, 2.8 kw visual, 1.4 kw aural, 373 ft. BPCT-636. TV Addenda 9-A.

Beaumont—Lufkin Amusement Co., Keltys, Tex. No. 10, 28.4 kw visual, 14.2 kw aural, 485 ft. BPCT-545. TV Addenda 4-D.

Beaumont—Sabine Television Corp., 1210 Texas Bank Bldg. No. 3, 13.2 kw visual, 6.6 kw aural, 543 ft. BPCT-598. TV Addenda 6-J.

Brownsville—Thomas O. Payne d/b as Brownsville Television Co., 3323 Tangley Rd., Houston, Tex. No. 7, 2.66 kw visual, 1.33 kw aural, 461 ft. BPCT-573. TV Addenda 4-M.

Corpus Christi—Corpus Christi Television Co., 1517 Commerce St., Dallas, Tex. No. 6, 19.7 kw visual, 9.8 kw aural, 417 ft. BPCT-416. TV Addenda 3-C. Note: Same interests hold CPs for KTLX, Phoenix, and KEYL, San Antonio; applicant for New Orleans.

Corpus Christi—Texas Telenet System Inc., 513 Capital National Bank Bldg., Austin, Tex. No. 3, 16.46 kw visual, 8.23 kw aural, 493 ft. BPCT-567. TV Addenda 4-J. Note: Also applicant for Austin, Fort Worth, San Antonio, Waco.

★ **DALLAS**—KRLD-TV, KRLD Radio Corp., Camp & Griffin Sts. **KRLD (CBS). Dallas Times-Herald.** No. 4, 15.1 kw visual, 7.5 kw aural, 465 ft. CP 9-12-46.

Dallas—A. H. Belo Corp., 801 Commerce St. **WFAA (NBC and ABC). Dallas Morning News.** No. 12, 30 kw visual, 16 kw aural, 478.5 ft. BPCT-240. TV Addenda 1-B.

Dallas—L. F. Carrigan d/b as Texas Television, 2206 Mercantile Bank Bldg. No. 10, 30.24 kw visual, 15.925 kw aural, 415 ft. BPCT-239. TV Addenda 1-B.

Dallas—City of Dallas, Municipal Radio Bldg. **WRR (MBS).** No. 10, 24.84 kw visual, 12.42 kw aural, 564 ft. BPCT-357. TV Addenda 2-D.

Dallas—W. W. Lechner d/b as Lechner Television Co., 1302 Kirby Bldg. No. 11, 20.3 kw visual, 14.5 kw aural, 483 ft. BPCT-600. TV Addenda 6-K.

Dallas—Variety Broadcasting Co. Inc., 1401 S. Akaro St. **KIXL.** No. 2, 16.53 kw visual, 8.27 kw aural, 507 ft. BPCT-265. TV Addenda 1-G.

El Paso—Claude H. Craig, 8570 Hollywood Blvd., Los Angeles, Cal. No. 5, 16.5 kw visual, 8.25 kw aural, 461 ft. BPCT-576. TV Addenda 5-A.

El Paso—Clyde Weatherby d/b as El Paso Television Co., Hamilton, Tex. No. 7, 2.94 kw visual, 1.47 kw aural, 877 ft. BPCT-585. TV Addenda 5-A.

Fort Worth—Texas State Network Inc., 1201 W. Lancaster Ave. **KFJZ (MBS).** No. 2, 14.2 kw visual, 7.3 kw aural, 518 ft. BPCT-571. TV Addenda 4-K. Note: Also applicant for San Antonio.

Fort Worth—Texas Telenet System Inc., 513 Capital National Bank Bldg., Austin, Tex. No. 10, 25.16 kw visual, 12.58 kw aural, 504 ft. BPCT-605. TV Addenda 7-D. Note: Also applicant for Austin, Corpus Christi, San Antonio and Waco.

Galveston—R. Lee Kempner, d/b as Galveston Television Co., 1702 Broadway. No. 9, 2.64 kw visual, 1.32 kw aural, 470 ft. BPCT-633. TV Addenda 8-F.

Harlingen—Leo E. Owens d/b as Harlingen Television Co., Box 511. **KVKO-FM. Harlingen Valley Morning Star.** No. 9, 2.81 kw visual, 1.41 kw aural, 459 ft. BPCT-562. TV Addenda 4-I.

TEXAS (Continued)

Houston—W. W. Lechner d/b as Lechner Television Co., 1302 Kirby Bldg., Dallas, Tex. No. 4, 15 kw visual, 7.5 kw aural, 474 ft. BPCT-599. TV Addenda 6-K.

Houston—Roy Hofheinz d/b as Texas Television Co., Southern Standard Bldg. **KTHT (MBS)**. No. 7, 19.2 kw visual, 19.2 kw aural, 498.5 ft. BPCT-271. TV Addenda 1-G.

Houston—Houston Post Co., 2318 Polk St. **KPRC (NBC)**. Houston Post. No. 4, 14.5 kw visual, 7.2 kw aural, 426 ft. BPCT-274. TV Addenda 1-H.

Houston—KTRH Broadcasting Co., Rice Hotel. **KTRH (CBS)**. Houston Chronicle. No. 5, 17.9 kw visual, 8.9 kw aural, 454 ft. BPCT-308. TV Addenda 2-A.

Houston—Shamrock Broadcasting Co., Shell Bldg. **KXYZ (ABC)**. No. 7, 30.4 kw visual, 15.2 kw aural, 502.5 ft. BPCT-319. TV Addenda 2-A.

Longview—Arlington James Henry d/b as East Texas Television Co., Route 3. No. 5, 1 kw visual, 760 watts aural, 439 ft. BPCT-607. TV Addenda 7-D.

Lubbock—C. C. Woodson d/b as Lubbock Television Co., 1517 Commerce St., Dallas, Tex. No. 3, 1.85 kw visual, 950 watts aural, 374 ft. TV Addenda 3-J. Note: See also Amarillo.

McAllen—Max Lutz, d/b as McAllen Television Co. No. 12, 2.73 kw visual, 1.36 kw aural, 415 ft. BPCT-631. TV Addenda 8-D.

Midland—Midland Television Co., 1434 M & W Tower, Dallas, Tex. No. 7, 2.56 kw visual, 1.28 kw aural, 432.5 ft. BPCT-619. TV Addenda 7-L. Note: Also applicant for Abilene and San Angelo, Tex.

San Angelo—San Angelo Television Co., 1434 M & W Tower, Dallas, Tex. No. 8, 2.6 kw visual, 1.3 kw aural, 409.6 ft. BPCT-620. TV Addenda 7-L. Note: Also applicant for Abilene and Midland, Tex.

★ **SAN ANTONIO**—KEYL, San Antonio Television Co., 1517 Commerce St., Dallas, Tex. No. 5, 17.9 kw visual, 9 kw aural, 440 ft. CP 6-2-48. TV Addenda 2-G. Note. Same interests hold CP for KTLX, Phoenix; applicants for New Orleans and Corpus Christi.

★ **SAN ANTONIO**—WOAI-TV, Southland Industries Inc., 1031 Navarro St. **WOAI (NBC)**. No. 4, 21.6 kw visual, 10.8 kw aural, 480 ft. CP 5-27-48. TV Addenda 2-E.

San Antonio—Howard Davis tr/as Walmac Co., National Bank of Commerce Bldg. **KMAC (MBS)**. No. 9, 22.713 kw visual, 11.357 kw aural, 587 ft. BPCT-429. TV Addenda 3-D.

San Antonio—Express Publishing Co., Ave. E & Third St. **KYFM-FM. San Antonio Express and News**. No. 7, 26.24 kw visual, 13.12 kw aural, 342.8 ft. BPCT-427. TV Addenda 3-D. Note: Purchase of KTSA (AM) pending FCC approval (TV Addenda 7-G).

San Antonio—Eugene J. Roth tr/as Mission Broadcasting Co., 317 Arden Grove. **KONO**. No. 12, 21.94 kw visual, 10.97 kw aural, 463 ft. BPCT-535. TV Addenda 4-B.

San Antonio—Texas Telenet System Inc., 513 Capital National Bank Bldg., Austin, Tex. No. 2, 14.68 kw visual, 7.2 kw aural, 510 ft. BPCT-568. TV Addenda 4-J. Note: Also applicant for Austin, Fort Worth, Corpus Christi, Waco.

San Antonio—Texas State Network Inc., 1201 W. Lancaster Ave., Fort Worth, Tex. **KABC (ABC)**. No. 2, 13.5 kw visual, 6.9 kw aural, 472 ft. BPCT-572. TV Addenda 4-K. Note: Also applicant for Fort Worth, Tex.

Sherman—Sherman Television Co., 1434 M & W Tower Bldg., Dallas, Tex. No. 6, 1.84 kw visual, 920 watts, 466 ft. BPCT-623. TV Addenda 8-A.

Tyler—Tyler Broadcasting Co., 613 Peoples National Bank Bldg. No. 9, 1 kw visual, 500 watts aural, 395 ft. BPCT-564. TV Addenda 4-J.

Waco—C. C. Woodson d/b as Waco Television Co., 1517 Commerce St., Dallas, Tex. No. 6, 2.3 kw visual, 1.15 kw aural, 353.5 ft. BPCT-331. TV Addenda 2-C. Note: See also Amarillo.

Waco—Texas Telenet System Inc., 513 Capital National Bank Bldg., Austin, Tex. No. 3, 16.46 kw visual, 8.23 kw aural, 511 ft. BPCT-606. TV Addenda 7-D. Note: Also applicant for Austin, Corpus Christi, Fort Worth and San Antonio.

Wichita Falls—Leland Holzer, 501 S. Vermont Ave., Los Angeles, Cal. No. 10, 30 kw visual, 15 kw aural, 199 ft. BPCT-584. TV Addenda 5-A. Note: See Tucson, Ariz.

Wichita Falls—E. C. Lawson d/b as Wichita Falls Television Co., 1517 Commerce St., Dallas, Tex. No. 8, 2.72 visual, 1.36 kw aural, 460 ft. BPCT-498. TV Addenda 3-K. Note: Also applicant for Tulsa.

UTAH

Salt Lake City—Granite District Radio Broadcasting Co., 219 Continental Bank Bldg. **KNAK**. No. 9, 2.6 kw visual, 1.3 kw aural, 10.7 ft. BPCT-553. TV Addenda 4-G.

Salt Lake City—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 7, 30 kw visual, 15 kw aural, 919 ft. BPCT-527. TV Addenda 4-A. Note: Also applicant for Denver, Seattle, Portland, Ore., Fresno, Cal.

Salt Lake City—Salt Lake City Broadcasting Co. Inc., 248 S. Main St. **KALL (MBS)**. Salt Lake City Tribune and Telegram. No. 7, 50 kw visual, 25.4 kw aural, —372 ft. BPCT-524. TV Addenda 3-M.

Salt Lake City—Utah Broadcasting Co., 29 S. State St. **KUTA (ABC)**. No. 2, 15.4 kw visual, 7.75 kw aural, 38.2 ft. BPCT-536. TV Addenda 4-B.

VIRGINIA

Newport News—Hampton Roads Broadcasting Corp., Hotel Warwick. **WGH (ABC)**. Newport News Press and Times-Herald. No. 7, 23.9 kw visual, 12.6 kw aural, 416 ft. BPCT-502. TV Addenda 3-K.

★ **NORFOLK**—WTAR-TV, WTAR Radio Corp., National Bank of Commerce Bldg. **WTAR (NBC)**. Norfolk Virginian-Pilot and Ledger-Dispatch. No. 4, 24.2 kw visual, 12.1 kw aural, 365 ft. CP 8-18-4. TV Addenda 3-D.

Norfolk—Beachview Broadcasting Corp., 431 Granby St. No. 11, 27 kw visual, 13.6 kw aural, 324 ft. BPCT-558. TV Addenda 4-H.

Norfolk—Commonwealth Broadcasting Corp., 219 Granby St. **WLOW**. No. 11, 19.9 kw visual and aural, 409 ft. BPCT-460. TV Addenda 3-G.

Norfolk—Larus & Brother Co. Inc., 22nd and Corey Sts., Richmond, Va. **WRVC (FM)**. No. 13, 30.2 kw visual, 15.1 kw aural, 292 ft. BPCT-587. TV Addenda 5-F. Note: Also applicant for Richmond (see below).

Richmond—Larus & Brother Co. Inc., 22nd & Corey Sts., **WRVA (CBS)**. No. 10, 23.5 kw visual, 11.75 kw aural, 500 ft. BPCT-379. TV Addenda 2-F. Note: Also applicant for Norfolk (see above).

Richmond—Lee Broadcasting Corp., Broad-Grace Arcade. **WLEE (MBS)**. No. 10, 27.3 kw visual, 13.6 kw aural, 348 ft. BPCT-392. TV Addenda 3-A.

Richmond—Richmond Radio Corp., 323 E. Grace St. **WRNL (ABC)**. Richmond Times-Dispatch and News-Leader. No. 3, 17.113 kw visual, 8.556 kw aural, 362 ft. BPCT-321. TV Addenda 2-B.

Richmond—Southern Broadcasters Inc., 2011 Massachusetts Ave. N.W., Washington, D. C. **WRMV-FM**. No. 8, 18.5 kw visual, 19.3 kw aural, 546 ft. BPCT-420. TV Addenda 3-C.

Winchester—Richard Field Lewis Jr., P.O. Drawer 605. **WINC (ABC)**. No. 12 (Rural), 31.5 kw visual, 15.75 kw aural, 1,475 ft. BPCT-595. TV Addenda 6-H.

WASHINGTON

Seattle—Fisher's Blend Station Inc., Skinner Bldg. **KOMO (NBC)**. No. 2, 16.7 kw visual, 8.35 kw aural, 513 ft. BPCT-407. TV Addenda 3-C.

Seattle—Edward Lasker, 9123 Sunset Blvd., Los Angeles, Cal. No. 7, 30 kw visual, 15 kw aural, 3,200 ft. BPCT-533. TV Addenda 4-B. Note: Also applicant for Denver, Salt Lake City, Portland, Ore., Fresno, Cal.

Seattle—Queen City Broadcasting Co., Cobb Bldg. **KIRO (CBS)**. No. 11, 30.4 kw visual, 15.3 kw aural, 1,426 ft. BPCT-453. TV Addenda 3-G.

Seattle—Totem Broadcasters Inc., Skinner Bldg. **KJR (ABC)**. No. 7, 26 kw visual, 13.8 kw aural, 1,260 ft. BPCT-443. TV Addenda 3-E. Note: See also Sun and Times Co., Chicago.

Seattle—Twentieth Century-Fox of Washington Inc., 2421 Second Ave. No. 11, 26.9 kw visual, 13.4 kw aural, 749 ft. BPCT-492. TV Addenda 3-J. Note: See also San Francisco, Cal.

Spokane—Harry L. (Bing) Crosby Jr., 9028 Sunset Blvd., Los Angeles, Cal. No. 7, 30 kw visual, 15 kw aural, 2,725 ft. BPCT-578. TV Addenda 5-A. Note: Also applicant for Tacoma and Yakima.

Tacoma—Harry L. (Bing) Crosby Jr., 9028 Sunset Blvd., Los Angeles, Cal. No. 9, 30 kw visual, 15 kw aural, 1,073 ft. BPCT-579. TV Addenda 5-A. Note: Also applicant for Spokane and Yakima.

Tacoma—Carl E. Haymond, 914½ Broadway. **KMO**. No. 13, 29.7 kw visual, 14.85 kw aural, 508 ft. BPCT-615. TV Addenda 7-I.

Tacoma—Television Tacoma Inc., 919 Market St. **KTBI**. Tacoma Times. No. 4, 12 kw visual, 6 kw aural, 291 ft. BPCT-551. TV Addenda 4-F.

Yakima—Harry L. (Bing) Crosby Jr., 9028 Sunset Blvd., Los Angeles, Cal. No. 6, 20 kw visual, 10 kw aural, 995 ft. BPCT-580. TV Addenda 5-A. Note: Also applicant for Spokane and Tacoma.

WEST VIRGINIA

Charleston—Charleston Television Inc., Box 2791. No. 7, 26.5 kw visual, 14 kw aural, 568 ft. BPCT-501. TV Addenda 3-K.

Charleston—Charleston Broadcasting Co., 1016 Lee St. **WCHS (CBS)**. No. 13, 27.2 kw visual, 13.6 kw aural, 582 ft. BPCT-549. TV Addenda 4-F. Note: Interlocking ownership (John Kennedy) with WSAZ-TV, Huntington, W. Va.

Charleston—Joe L. Smith Jr. Inc., WJLS Bldg., Beckley, W. Va. **WKNA (ABC)**. No. 2, 19 kw visual, 9.5 kw aural, 184 ft. BPCT-591. TV Addenda 6-F.

★ **HUNTINGTON**—WSAZ-TV, WSAZ Inc., 912½ Third Ave. **WSAZ (ABC)**. Huntington Advertiser and Herald-Dispatch. No. 5, 12 kw visual, 8 kw aural, 590 ft. CP 7-29-48. TV Addenda 3-H. Note: Interlocking ownership (Kennedy) with Charleston Broadcasting Co., TV applicant for Charleston, W. Va.

Oak Hill—Robert R. Thomas Jr. **WOAY**. No. 6, 1.9 kw visual, 953 watts aural, 397 ft. BPCT-601. TV Addenda 7-A.

Wheeling—Fort Industry Co., 1025 Main St. **WWVA (CBS)**. No. 12, 32.49 kw visual, 17.1 kw aural, 598 ft. BPCT-360. TV Addenda 2-D. Note: Same interests (Storer) operate WSPD-TV, Toledo and WJBK-TV, Detroit; hold CP for WAGA-TV, Atlanta; applicant for Miami.

WISCONSIN

Green Bay—WHBY Inc., Bellin Bldg. **WBAY (CBS)**. St. Norbert's College. No. 4, 14.85 kw visual, 7.42 kw aural, 431 ft. BPCT-624. TV Addenda 8-A.

Madison—Badger Broadcasting Co., 110 E. Main St. **WIBA (NBC)**. Capital Times and Madison State Journal. No. 9, 2.91 kw visual, 1.45 kw aural, 337 ft above ground. BPCT-332. TV Addenda 2-B.

Madison—Monona Broadcasting Co., 215 W. Washington Ave. **WKOW**. No. 9, 28.2 kw visual, 16.9 kw aural, 502.5 ft. BPCT-560. TV Addenda 4-I.

Madison—Radio Wisconsin Inc., 203 S. Barstow St., Eau Claire, Wis. **WISC (ABC)**. No. 9, 26.78 kw visual, 13.39 kw aural, 515 ft. BPCT-410. TV Addenda 3-B.

Milwaukee—Hearst Radio Inc., 123 W. Michigan. **WISN (CBS)**. Milwaukee Sentinel. No. 10, 28 kw visual, 15 kw aural, 439 ft. BPCT-383. TV Addenda 2-G. Note: Same interests operate WBAL-TV, Baltimore; applicant for Pittsburgh (WCAE).

Milwaukee—Milwaukee Broadcasting Co., 710 N. Plankinton Ave. **WEMP**. No. 6, 28 kw visual, 14 kw aural, 479 ft. BPCT-472. TV Addenda 3-G.

Milwaukee—Wisconsin Broadcasting System Inc., 729 N. Broadway. **WFOX**. No. 8, 26 kw visual, 13 kw aural, 482 ft. BPCT-377. TV Addenda 2-F.

PHOTOCOPIED BY WARREN PUBLISHING INC

Experimental Television Stations Authorized by FCC

with applications pending

Fixed Stations on the Air Only Intermittently; Status as of October 1, 1949.

(Powers Are Peak Transmitter Outputs, as Authorized)

CALIFORNIA

LONG BEACH—KM2XAZ, licensed to Pacific Video Pioneers, 712 Security Bldg., 520-540 mc, 780-800 mc, 200 watts visual. (John S. Poole).

SAN FRANCISCO—W6XJD, licensed to Television California, St. Francis Hotel, 580-630 mc, 1 kw visual and aural power.

COLORADO

DENVER—W0XEL, licensed to Eugene P. O'Fallon Inc. (KFEL), 480-500 mc, 1 kw visual-aural power. (See TV Addenda 3-L).

CONNECTICUT

BRIDGEPORT—KG2XAK, construction permit to National Broadcasting Co., Inc., 529-535 mc, 1 kw visual, 300 watts aural. Note: For details on proposed satallite operation with WNBT, New York City, see Vol. 5:7,8,13,18,19.

ILLINOIS

CHICAGO—W9XZV, licensed to Zenith Radio Corp., 6001 Dickens Ave., 54-60 mc, 1 kw visual power, 1 kw aural power. Zenith also holds license for W9XZC, 512-528 mc, 1 kw visual.

INDIANA

FORT WAYNE—W9XFT, licensed to Capehart-Farnsworth Corp. (IT&T), 66-72 mc, 4 kw visual, 6 kw aural.

IOWA

IOWA CITY—W9XUI, licensed to State University of Iowa, (WSUI), 44-50 mc and 210-216 mc, 100-w visual power.

KANSAS

MANHATTAN—W0XBV, construction permit to Kansas State College, (KSAC), 44-50 mc. 500-510 mc, 900-910 mc, 400-w visual, 200-w aural.

MICHIGAN

DETROIT—KQ2XBB, construction permit to Radio Electronic Television School, FM Division, 3730 Woodward Ave., 500-520 mc, 70 watts visual power, 50 watts aural power.

MISSOURI

KANSAS CITY—W0XFQ, construction permit to Midland Broadcasting Co., (KMBC), 480-492 mc, 200 watts peak output.

NEW JERSEY

ALPINE—W2XGW, construction permit to Major Edwin H. Armstrong, (WFMN-FM), 600-620 mc, 50 kw visual-aural power. (See Vol. 4:15).

CAMDEN—W3XEP, licensed to Radio Corp. of America, 82-88 mc, 192-198 mc, 30 kw visual and aural.

CLIFTON—W2XNJ, construction permit to North Jersey Broadcasting Co., (WPAT), 514-520 mc, 900-920 mc, 1302-1325 mc, 1 kw visual and aural.

CLIFTON—W2XVT, licensed to Allen B. DuMont Laboratories Inc., (WABD), 42 Harding Ave., 210-216 mc, 50 kw visual, 25 kw aural.

NEW BRUNSWICK—Chanticleer Broadcasting Co. (WCTC), application for 660-680 mc, 700-720 mc, 20 kw visual (pulse transmission). TV Addenda 8-E.

NEW BRUNSWICK—K2XEL, construction permit to Home News Publishing Co., 560-580 mc, 700-720 mc, 20 kw visual (pulse transmission). TV Addenda 8-H.

PATERSON—W2XTA, licensed to Federal Telecommunications Laboratories Inc., 1990-2008 mc, 25-w visual power. FTL also grantee of W2XBH, 174-180 mc, 5.5 kw visual, 3 kw aural.

PRINCETON—W2XNZ, construction permit to Radio Corp. of America, RCA Laboratories Div., 500-520 mc, 5 kw visual and aural power. RCA also licensed for KE2XAY, 846-854 mc, 100 watts visual (400 watts peak).

NEW YORK

BROOKLYN—W2XDK, licensed to Sherron Metallic Corp., 1201 Flushing Ave., 76-82 mc, 210-216 mc, 500-510 mc, 10 kw visual power, 10 kw aural power.

JAMAICA—W2XJT, licensed to Jamaica Radio Television Co. (William B. Still), 148-18 Jamaica Ave., 210-216 mc, 400-w visual power, 100-w aural power.

NEW YORK CITY—W2XCS, licensed to Columbia Broadcasting System, (WCBS and WCBS-TV), 485 Madison Ave., 480-496 mc, 1 kw visual power, 1 kw aural power. CBS also holds license for W2XNU, 560-580 mc, 35-w visual power.

NEW YORK CITY—W2XMT, licensed to Metropolitan Broadcasting & Television Inc., (WABF-FM), 654 Madison Ave., 500-520 mc, 600-620 mc, 50-w visual power, 50-w aural power.

SYRACUSE—W2XGM, construction permit to General Electric Co., 186-192 mc, 50 kw visual, 25 kw aural.

NORTH CAROLINA

GOLDSBORO—John Miller Hicks, application for 480-500 mc, 100 watts (peak). TV Addenda 8-I.

PENNSYLVANIA

EASTON—KG2XAY, construction permit to Associated Broadcasters Inc., (WEST), 516 Northhampton St., 511-519 mc, 50 kw peak power (pulse transmission).

HARRISBURG—KG2XAX, licensed to Keystone Broadcasting Corp., (WKBO), 31 N. Second St., 511-519 mc, 50 kw peak power (pulse transmission).

HARRISBURG—Alex Pekarsky, 914 May St., application for 560-580 mc, 24 watts, to pick up WMAR-TV, Baltimore. TV Addenda 8-H.

LANCASTER—KG2XB1, construction permit to Conestoga Television Assn., Salisbury Twp., 590-610 mc, 250-w visual power, 250-w aural power (for relay purposes).

PHILADELPHIA—W3XE, licensed to Philco Television Broadcasting Corp. (WPTZ-TV), Tioga and C Sts., 60-66 mc, 10 kw visual power, 11 kw aural power. Philco also holds CP for W3XNH, 580-600 mc, 3 kw visual and aural power.

READING—KG2XAY, construction permit to Reading Broadcasting Co., Inc., (WRAW), 533 Penn St., 511-519 mc, 50 kw peak power (pulse transmission).

SCRANTON—KG2XAF, licensed to Scranton Times, (WQAN), 149 Penn Ave., 515 mc, 5 kw peak power (pulse transmission).

RHODE ISLAND

PAWTUCKET—KC2XAB, construction permit to Pawtucket Broadcasting Co., (WFCI), 450 Main St., 515 mc, 5 kw peak power (pulse transmission).

WEST VIRGINIA

CHARLESTON—W8XGZ, licensed to Gus Zaharis, 712 Fife St., 54-60 mc, 200-w visual power, 110-w aural power.

WISCONSIN

MILWAUKEE—W9XKY, licensed to The Journal Co., (WTMJ and WTMJ-TV), 540-560 mc, 700-720 mc, 900-920 mc, 100-w visual and aural.

Present FCC Allocations of Television Channels

To Metropolitan Districts in the U. S.

Ed. Note: All channel numbers refer to Metropolitan Stations except those in parentheses, which refer to Community Stations. Total number of stations assignable is indicated by total number of channels unless there is channel-sharing, or unless Community Stations can be added where no conflict occurs. Sales ranks and population figures are by the U. S. Census Bureau.

For changes and "freeze" status, see notes below

Metropolitan District (U.S. Census 1940)	Sales Rank	Population	Channel Numbers
Akron	35	349,705	11
Albany, Schenectady, Troy	23	431,575	2,4,7,9,11
Allentown, Bethlehem, Easton	43	325,142	(8)
Altoona	111	114,094	9
Amarillo	136	53,463	2,4,5,7
Asheville	132	76,324	5,7,12
Atlanta	25	442,294	2,5,8,11
Atlantic City	83	100,096	(8)
Augusta, Ga.	135	87,809	6,12
Austin	106	106,193	8,10,12
Baltimore	13	1,046,692	2,11,13
Beaumont, Port Arthur	90	138,608	3,6,8,10
Binghamton	75	145,156	12
Birmingham	42	407,851	4,9,13
Boston	5	2,350,514	2,4,7,9,13
Bridgeport, Conn.	53	216,621	(1)
Buffalo, Niagara	14	857,719	4,7,9,13
Canton, O.	63	200,352	(1)
Cedar Rapids	115	73,219	7,11
Charleston, S. C.	127	98,711	7,10,13
Charleston, W. Va.	88	136,332	7,11,13
Charlotte	99	112,986	3,9,11
Chattanooga	76	193,215	3,6,10,12
Chicago	2	4,499,126	2,4,5,7,9,11,13
Cincinnati	16	789,309	2,4,7,11
Cleveland	9	1,214,943	2,4,5,7,9
Columbia	117	89,555	2,4,8
Columbus, Ga.	133	92,478	3,12
Columbus, O.	29	365,796	3,6,8,10
Corpus Christi	121	70,677	3,6,8,10
Dallas	27	376,548	4,8,12
Davenport, Rock Island, Moline	67	174,995	2,4,5,9
Dayton	44	271,513	5,13
Decatur	122	65,764	2
Denver	26	384,372	2,4,5,7,9
Des Moines	59	183,973	2,4,5,9
Detroit	6	2,295,867	2,4,5,7
Duluth-Superior	72	157,098	3,6,8,10
Durham	139	69,683	4,7
El Paso	105	115,801	2,4,5,7
Erie	95	134,039	12
Evansville, Ind.	93	141,614	2,11
Fall River, New Bedford	55	272,648	(1)
Flint	64	188,554	11
Fort Wayne	81	134,385	2,4,7,9
Fort Worth	51	207,677	2,5,10
Fresno	79	97,504	2,4,5,7
Galveston	131	71,677	9,11,13
Grand Rapids	57	209,873	7,9
Greensboro	130	73,055	2,10
Hamilton, Middletown	110	112,686	9
Harrisburg	70	173,367	8
Hartford, New Britain	20	502,193	8,10
Houston	21	510,397	2,4,5,7
Huntington, W. Va., Ashland, Ky.	92	170,979	5
Indianapolis	24	455,357	3,6,8,10,12
Jackson	128	88,003	2,4,5,7
Jacksonville	66	195,619	2,4,6,8
Johnstown, Pa.	100	151,781	13
Kalamazoo	112	77,213	3
Kansas City, Mo., Kansas City, Kans.	17	634,093	2,4,5,9
Knoxville	87	151,829	2,4,8,11
Lancaster	91	132,027	(4)
Lansing	94	110,356	6
Lincoln	109	88,191	10,12
Little Rock	98	126,724	3,6,8,10
Los Angeles	3	2,904,596	2,4,5,7,9,11,13
Louisville	33	434,408	5,9
Lowell, Lawrence, Haverhill	45	334,969	6
Macon	137	74,830	4,7,10
Madison	101	78,349	9
Manchester	118	81,932	(1)
Memphis	37	332,477	2,4,5,7,9
Miami	38	250,537	2,4,5,7
Milwaukee	15	790,336	3,6,8,10
Minneapolis, St. Paul	11	911,077	2,4,5,7,9
Mobile	119	144,906	3,5,9,11
Montgomery	126	93,697	6,10
Nashville	56	241,769	4,5,7,9
New Haven	39	308,228	(6)
New Orleans	31	540,030	2,4,6,7,10
New York, Northeastern New Jersey	1	11,690,520	2,4,5,7,9,11,13
Norfolk, Portsmouth, Newport News	47	330,396	4,7,11,13
Oklahoma City	52	221,229	2,4,5,9
Omaha, Council Bluffs	40	287,269	3,6,7
Peoria	69	162,566	3,6,12
Philadelphia	4	2,898,644	3,6,10,12
Phoenix	84	121,828	2,4,5,7
Pittsburgh	8	1,994,060	3,6,8,10
Portland, Maine	89	106,566	3,8
Portland, Oreg.	22	406,406	3,6,8,10,12
Providence, R. I.	18	711,500	11
Pueblo	140	62,039	3,6,8,10
Racine, Kenosha	97	135,075	(1)
Reading	73	175,355	(5)
Richmond	48	245,674	3,6,8,10
Roanoke	104	110,593	5,9,12
Rochester	28	411,970	2,6,11
Rockford	102	105,259	12
Sacramento	54	158,999	3,6,10
Saginaw, Bay City	77	153,388	3,8,13
St. Joseph	129	86,991	13
St. Louis	10	1,367,977	4,5,7,9,13
Salt Lake City	58	204,488	2,4,5,7,9
San Antonio	50	319,010	2,4,5,7,9
San Diego	49	256,268	3,6,8,10
San Francisco, Oakland	7	1,428,525	2,4,5,7,9,11
San Jose	78	129,367	13
Savannah	114	117,970	3,5,9,11
Scranton, Wilkes-Barre	30	629,581	11(1)
Seattle	19	452,639	2,5,7,11
Shreveport	96	112,225	2,4,6,8
Sioux City	107	87,791	4,9,11,13
South Bend	80	147,022	(1)
Spokane	71	141,370	2,4,5,7,9
Springfield, Ill.	103	89,484	8,10
Springfield, Mass., Holyoke	32	394,623	3(1)
Springfield, Mo.	134	70,514	2,4,5,9
Springfield, O.	125	77,406	(1)
Stockton	108	79,337	8
Syracuse	46	258,352	5,8,10
Tacoma	74	156,018	4,9,13
Tampa, St. Petersburg	61	209,693	2,4,5,7
Terre Haute	116	83,370	4
Toledo	34	341,663	13
Topeka	123	77,749	7,11
Trenton	60	200,128	(1)
Tulsa	65	188,562	3,6,8,10
Utica, Rome	68	197,128	3,13
Waco	138	71,114	3,6,9,11
Washington	12	907,816	4,5,7,9
Waterbury	85	144,822	13
Waterloo	120	67,050	3,6,13
Wheeling	82	196,340	12
Wichita	86	127,308	2,4,8,9
Wilmington	62	188,974	(7)
Winston-Salem	124	109,833	6,8
Worcester	41	306,194	5
York	113	92,627	(1)
Youngstown	36	372,428	13

NOTE

1. These allocations are subject to revision under terms of suggested new TV rules, standards and allocations (VHF-UHF) set forth in FCC's Public Notice 49-948 (our Supplement No. 64) which is basis for hearings begun by FCC en banc Sept. 26, 1949. For full text of proposed VHF-UHF allocations, see pages 59-66. Meanwhile, FCC has "frozen" all new CP grants and application hearings under terms of order issued Sept. 30, 1948 (see our Vol. 4:40).

2. Channel No. 1 has been withdrawn from TV by FCC Order adopted May 5, 1948 (Doc. 8487—Mimeo No. 21363), effective June 14, 1948 (Vol. 4, No. 19). Thus Channel No. 1 allocations to these areas are no longer valid: Bridgeport, Conn.; Canton, O.; Fall River-New Bedford, Mass.; Manchester, N. H.; Racine-Kenosha, Wis.; Scranton-Wilkes-Barre, Pa.; South Bend, Ind.; Springfield-Holyoke, Mass.; Springfield, O.; Trenton, N. J.; York, Pa.

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Proposed Allocations by States and Cities, VHF-UHF

United States and Territories

As Contained in FCC Proposals Regarding VHF-UHF Rules, Standards and Allocations Issued July 11, 1949
As Public Notice 49-948 (Our Supplement No. 64), Subject of FCC Hearings Begun Sept. 26, 1949
Population figures are 1940 U. S. Census to nearest even figure.

Set forth is a proposed revision of Section 3.606 containing the table showing allocation of television channels to the various communities in the United States. In constructing the table, no change has been made in existing authorizations, with exception of the 3 stations (†) mentioned in par. 8, 9 and 10 of the *Notice of Further Proposed Rule Making* [Supp. No. 64]. In addition, all existing authorizations except WDEL-TV, Wilmington, Dela., and WGAL-TV, Lancaster Pa., have been considered on the basis of utilization of maximum power authorized for the class of station in question from their authorized sites. In all other cases, a site in the center of the community in question and maximum power of the station of the class in question have been assumed. An antenna height of 500 feet above average terrain was assumed in all cases.

The Commission has endeavored wherever possible to have a co-channel separation for Metropolitan stations on the VHF band of 220 miles and adjacent channel separation of 110 miles. On the UHF channels it was endeavored to maintain a 200 mile co-channel spacing and a 100 mile adjacent channel spacing. In the case of the community channels which are provided for in the allocation plan, a co-channel separation of 140 miles and adjacent channel separation of 60 miles have been utilized.

The table showing the allocation for the various communities is shown on the following pages; channel assignments marked (c) indicate community channels 46 through 55:

* VHF channel numbers by frequencies: No. 2 (54-60 mc); 3 (60-66 mc); 4 (66-72 mc); 5 (76-82 mc); 6 (82-88 mc); 7 (174-180 mc); 8 (180-186 mc); 9 (186-192 mc); 10 (192-198 mc); 11 (198-204 mc); 12 (204-210 mc); 13 (210-216 mc).

† WSYR-TV, Syracuse; WXEL, Cleveland; WHAM-TV, Rochester.

Note: UHF channels, though numbered, will not be assigned specific frequencies until final rules and standards are adopted.

	VHF Channel No.	UHF Channel No.	Pop. in Thousands
ALABAMA			
Alexander City	—	17	7
Andalusia	—	26	7
Auburn	—	33	5
Birmingham	4,6,13	—	408
Brewton	—	15	3
Clanton	—	27	4
Decatur	—	41	17
Demopolis	—	14	4
Dothan	—	45	17
Enterprise	—	39	4
Eufaula	3	—	6
Florence	—	43	15
Gadsen	—	44	37
Greenville	—	43	5
Huntsville	—	26	13
Jasper	—	20	7
Mobile	5,8,11,13	—	115
Montgomery	7,10	—	94
Opelika	—	31	8
Selma	—	30	20
Sheffield	—	45	8
Talladega	—	35	9
Tuscaloosa	—	23	27
Troy	—	21	7
ARIZONA			
Ajo	—	19,21	1
Bisbee	—	19,21	6
Buckeye	—	39	1
Casa Grande	—	24	1
Clarkdale	—	43,45	3
Clifton	—	30	3
Coolidge	—	35,37	2
Douglas	—	15,17	9
Flagstaff	9,11	14,16	5
Ft. Huachuca	—	38	1
Ganado	—	15	1
Globe	—	22	6
Grand Canyon	—	40	0.6
Hayden	—	28,44	2
Holbrook	—	27,29	1
Jerome	—	36	2
Kingman	6	29,35	2
Mesa	—	31,33	7
Miami	—	26	5
Morenci	—	32	3
McNary	—	34	2
Nogales	—	23,25	5
Parker	—	38	1
ARIZONA—Continued			
Phoenix	2,4,5,8,12	15,17	121
Prescott	—	23,25	6
Safford	—	36	2
St. Johns	—	38	1
San Simon	—	40	0.7
Superior	—	42	4
Tombstone	—	29	0.8
Tucson	3,6,7,10	14,16	37
Wickenburg	—	41	1
Williams	—	30	3
Winslow	—	18,20	5
Yuma	9,13	30,32,34	5
ARKANSAS			
Arkadelphia	—	15	5
Batesville	—	20	5
Blytheville	—	44	11
Camden	—	42	9
Conway	—	24	6
Crossett	—	26	5
El Dorado	—	34	16
Fayetteville	—	31	8
Forrest City	—	16	6
Fort Smith	—	16,18	37
Harrison	—	26	4
Helena	—	14	9
Hope	—	22	7
Hot Springs	—	44	21
Jonesboro	—	23,25	12
Little Rock	2,5,7,11	—	127
Magnolia	—	20	4
Malvern	—	28	5
Morriltoon	—	17	5
Newport	—	37	4
Paragould	—	18	7
Paris	—	39	3
Pine Bluff	—	38,40	21
Pachontas	—	34	3
Rogers	—	33	4
Russellville	—	21	6
Siloam Springs	—	42	3
Springdale	—	45	3
Stuttgart	—	33	6
Texarkana	6	25,27	12
West Helena	—	27	5
CALIFORNIA			
Alturas	—	24	2
Arcata	—	30	2
Arroyo Grandé	—	32	1
Bakersfield	10	14,16	29
Banning	—	23	4
Barstow	—	25	2
Blythe	—	26	2
Brawley	—	20	12
Bridgeport	—	43	0.4
Calipatria	—	28	2
Calexico	—	22	5
Chico	12	36	9
Coalinga	—	41	5
Colton	—	39	10
Corona	—	35	9
Crescent City	—	45	1
Delano	—	38	5
Dinuba	—	29	4
El Centro	—	18	10
Escondido	—	41	5
Eureka	—	14,16,28	17
Fillmore	—	28	3
Ft. Bragg	—	24	3
Fresno	8,12	15,17	98
Grass Valley	—	19	6
Hanford	—	19	8
Hollister	—	20	4
Indio	—	31	2
Independence	—	33	0.3
Inyokern	—	43	5
Laguna Beach	—	33	4
Lakeport	—	33	1
Lancaster	—	45	2
Lodi	—	21	11
Lompoc	—	42	3
Los Angeles	2,4,5,7,9,11,13	—	2,904
Merced	—	24	10
Modesto	—	26	16
Mojave	—	20	2
Monterey	—	18	10
Mt. Shasta	—	23	2
Napa	—	29	8
Needles	—	24	4
Oceanside	—	27	5
Oroville	—	27	4
Oxnard	—	22	9
Pacific Grove	—	45	6

(Continued on next page)

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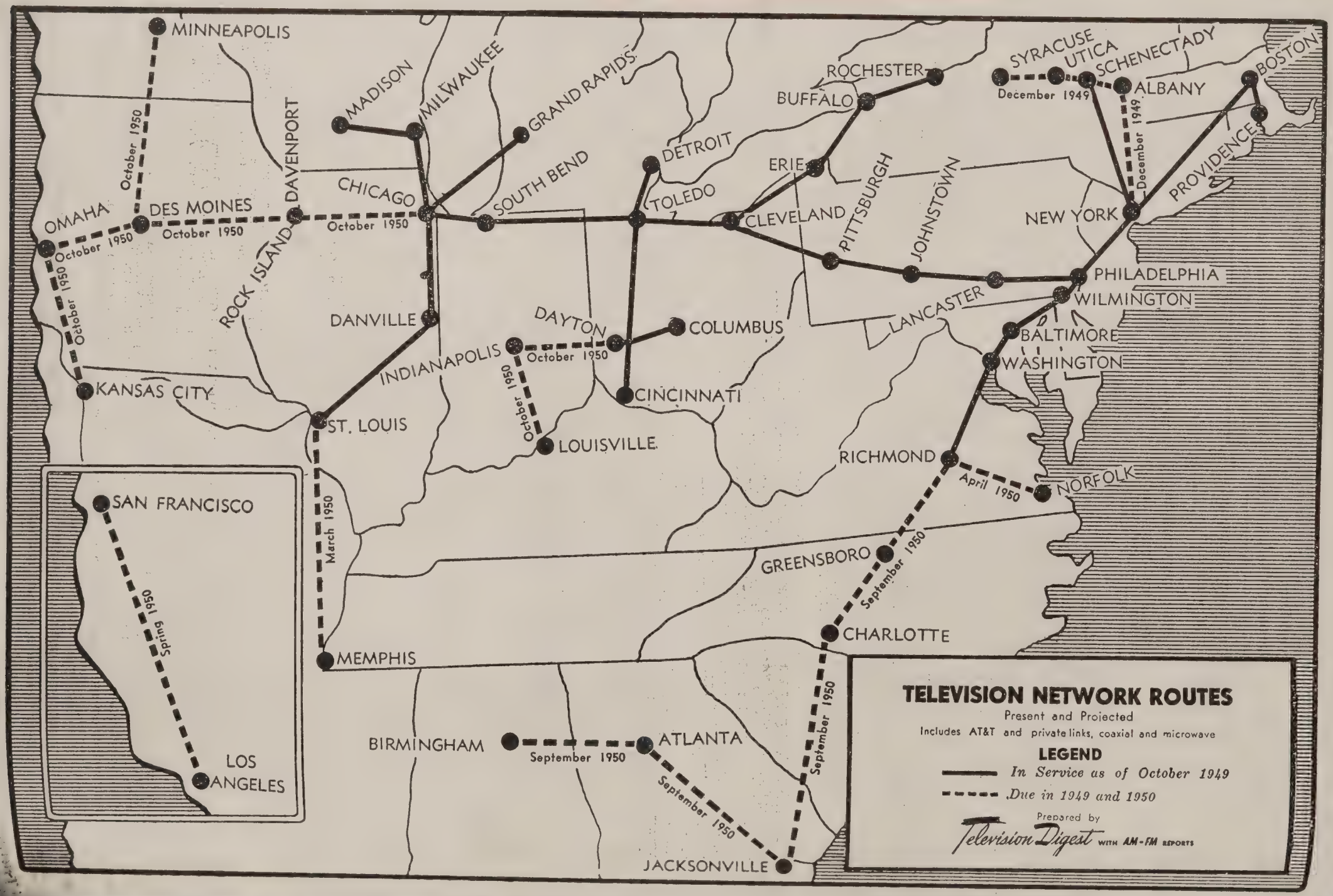
TELEVISION NETWORK ROUTES
Present and Projected
Includes AT&T and private links, coaxial and microwave
LEGEND
In Service as of October 1949
Due in 1949 and 1950
Prepared by
Television Digest WITH AM-FM REPORTS
MINNEAPOLIS
October 1950
OMAHA
DES MOINES
October 1950
October 1950
October 1950
DAVENPORT
ROCK ISLAND
KANSAS CITY
MADISON
MILWAUKEE
GRAND RAPIDS
CHICAGO
SOUTH BEND
DETROIT
TOLEDO
DANVILLE
INDIANAPOLIS
DAYTON
October 1950
October 1950
COLUMBUS
CINCINNATI
LOUISVILLE
ST. LOUIS
March 1950
MEMPHIS
SAN FRANCISCO
Spring 1950
LOS ANGELES
BIRMINGHAM
September 1950
ATLANTA
September 1950
JACKSONVILLE
September 1950
CHARLOTTE
GREENSBORO
September 1950
RICHMOND
April 1950
NORFOLK
ROCHESTER
BUFFALO
ERIE
CLEVELAND
PITTSBURGH
JOHNSTOWN
LANCASTER
SYRACUSE
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MARTIN CODEL'S
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Television Digest

WITH AM FM REPORTS

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December 31, 1949

TV FACTBOOK & 1950 AM-FM LOG ON WAY: We're purposely holding up, for about week, publication of our TV Directory No. 10: Television Rates & Factbook -- solely because we want to include therein all TV set manufacturers and their full new 1950 receiver lines, as well as several delayed station rate cards. Certain leading set makers won't disclose new lines and prices until next week; and several rate card revisions have been delayed because of year-end complications.

Thus, full-service subscribers will get their next quarterly TV Factbooks sometime during week of Jan. 9. This edition will list more than 100 companies engaged in TV manufacture, with current lines and prices; rate cards and personnel of the 4 networks and 98 operating stations; lists of 13 outstanding CPs and 351 applications; directory of 400-plus TV program firms; tables of current and proposed vhf-uhf allocations; latest figures on TV production, sets-in-use, etc.; and various other features of permanent reference value. Extra copies will cost Digest subscribers $2.50, non-subscribers $5.

Note: Our combined AM-FM Directory of Jan. 1, 1950 is now in hands of printer, will be mailed next week. It lists licensees, addresses, facilities of all North American AM & FM broadcasting stations by countries, states, cities; and separately, too, by frequencies and call letters. Also all U.S. applications pending to Dec. 31, 1950 separately by states and by frequencies, with FCC reference file numbers. The 125-page loose-leaf volume, with opposite pages in blank for writing in additions and changes, will be followed by new series of weekly Addenda based on current FCC decisions, applications, etc. Extra copies of 1950 AM-FM Directory are $7.50 each to subscribers, $10 to non-subscribers.

TV IN 1950—SIZEUP AND FORECASTS: Let's look ahead to 1950, rather than rehash 1949, and recapitulate what may be expected from TV these next 12 months. Knowing full well we can be called to account if wrong, nevertheless we herewith stick our necks out with this thumb-nail sizeup of basic trends and developments that may be expected -- plus a few predictions and conjectures:

(a) Not less than 4,000,000 receivers, probably more, to be produced and sold -- meaning at least 8,000,000 in use by end of year. Dollar volume of TV trade will over this year's $1 billion, of TV-plus-radio well over this year's $1.5 billion (Vol. 5:52).

(b) Not more than a dozen new vhf stations to be built during year, out of 13 CPs still on the books. Only new market areas these will open up: Ames, Iowa (Des Moines); Kalamazoo & Lansing, Mich.; Nashville, Tenn.; Norfolk, Va. (see TV Addenda 9-M herewith for full list of still-pending CP holders).

(c) End of freeze in autumn or early winter of 1950 -- after lengthy vhf-uhf allocation hearings during spring-summer that will be even more complex than color issue. Possibly a few non-competitive new station grants in 1950, but little or no new construction until 1951, either vhf or uhf.

(d) Lots more talk-talk about color, maybe spelling some headaches for the trade -- with FCC Comr. Jones continuing to spearhead color-in-a-hurry, CBS carrying on "to the people" via publicity and public demonstrations, but Senator Johnson remaining (for him) relatively mum until Condon committee reports.

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(e) FCC shelving non-compatible color proposals through some sort of compromise that delays things long enough to give the all-electronic, compatibility exponents time to prove they have or haven't got stuff. Public at large, meanwhile, apathetic about color despite publicity -- and continuing to buy monochrome sets.

(f) Uhf experiments, starting with RCA-NBC Bridgeport operation (see p. 4) proving those channels can do reasonably good but an essentially local coverage job -- and 1-kw uhf transmitters with associated equipment offered at $100,000 to $125,000 vs. about $250,000 for vhf installations.

(g) Networks extending service to more TV cities, via new coaxial-microwave links (see below) -- giving those cities better programs, whetting public interest, stimulating set sales. Improvement, too, in kine-recording -- but not sufficiently to compete with off-the-line to extent radio transcriptions compete with live shows.

(h) Continued inroads of TV upon radio and movie audiences. (It's wishful thinking to argue otherwise.) Total dollar volume of radio and movies down somewhat, though some favorably situated stations and houses may actually improve. Many more AM-FM stations quitting or selling out, and rising demand from sponsors for lowered radio time rates.

(i) Some small manufacturers to give up the ghost, or be merged, unable to stand competitive price race with big mass producers -- a real race just now getting under way (see our current and recent Trade Reports). Note: We predicted same thing last year (Vol. 5:1), when we counted some 90 companies manufacturing 250 models; yet New Year begins with more than 100 manufacturers in business, making some 500 different models (see TV Directory No. 10, due off presses next week).

(j) More TV network and station sponsors, higher time rates, new big-name shows, more daytime hours, more theatre-TV installations, more feature-length movies released to TV (some relatively recent ones, foreign and domestic).

(k) More stations operating in the black (Vol. 5:50) -- indeed, stations in red the exception rather than rule by end of 1950. Some are already proving TV can stand on own fiscal legs, and this will stimulate more broadcasters and other enterprisers to seek facilities, once freeze is lifted.

Suffice to leave off now, conceding that we're true believers in TV's destiny and admitting we may be proved cockeyed in some of our conclusions. We can only assure you that succeeding issues will report and evaluate 1950's developments and trends, week by week, as diligently and honestly and independently as in the past. To our friends and subscribers, as we enter our sixth year of publication... our best wishes for a Happy and Prosperous New Year.

NETWORK SERVICE TO 20 MORE CITIES: Year ends with 27 cities interconnected for network TV service (Vol. 5:52), not all via AT&T facilities -- and 1950 will add some 20 more. Meanwhile, existing facilities are being supplemented, e.g., an added microwave relay between New York-Washington was disclosed this week, affording 2 more circuits, New York-Philadelphia link of which is to be part of New York-Chicago microwave relay system (Vol. 5:33).

All 31 buildings and towers of $12,000,000 New York-Chicago microwave system were up as of end of this week, but it isn't due to go into service until summer of 1950. AT&T denied published reports that it plans to switch all TV circuits to this 838-mi. microwave system when it is completed and use coaxial for phone calls only.

These are the cities due to be tied into TV networks during 1950, according to data from AT&T and others involved: Memphis -- March; Norfolk -- April; Greensboro, Charlotte, Jacksonville, Atlanta, Birmingham -- September; Indianapolis, Louisville, Davenport-Rock Island, Des Moines (including Ames), Omaha, Minneapolis-St. Paul, Kansas City -- October. Los Angeles and San Francisco are to be linked in spring. And planned privately, if AT&T won't connect them, are linking of Binghamton from Syracuse, Nashville from Louisville, Lansing & Kalamazoo from Detroit.

Extension of relays from Omaha to San Francisco via Denver and Salt Lake is still under survey, so transcontinental hookup is still in indefinite status. But on Dec. 23, last gap between Charlotte and Jacksonville on southern transcontinental coaxial was opened for telephony. Although this means that another through route

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Television Digest WITH AM-FM REPORTS

1919 CONNECTICUT AVE. N.W. WASHINGTON 6, D. C. • TELEPHONE MICHIGAN 2020

Trade Report
December 31, 1949

THE RCA 1950 LINE BEGINS AT $170: RCA's 1950 line has 10-in. model at $170, plus six 12½-in. starting at $230, seven 16-in. starting at $300, one projection held over at $795. Industry's biggest entity thus also takes leadership in startling "price breaks" that apparently will feature New Year market. Its retention and reduction of 10-in., its biggest seller during 1949 at $200, is predicated on belief that low-price field needs further broadening and some families are ready for second sets.

The 10-in. at $169.95 is down from $189.95 price tag tentatively fixed several weeks ago (Vol. 5:51). Here's the full line:

10-in.: Model T100, metal table, $169.95.

12½-in. (blonde wood in parentheses): Model T120, metal table with matching table, $229.95; TC124 & TC125, consolettes, $279.95 ($299.95); TC127, consolette with doors, $299.95 ($319.95); TA128, console with AM-FM-3 speed, $439.50 ($459.50); TA129, period console with AM-FM-3 speed, switch for enlarging picture, $495 ($525).

16-in.: Model T164, wood table with drop panel for controls, $299.95 ($319.95); TC165, consolette, $349.50 ($369.50); TC166, consolette in traditional cabinet, $369.50 ($389.50); TC167, consolette with doors, $399.50 ($419.50); TC168, period consolette, $435; TA169, console with AM-FM-3 speed, $650 ($675); S1000, console with AM-FM-SW-3 speed, $795.

Projection: Model 9PC41 (300 sq. in.), $795.

All 10 and 12½-in. sets have 21 tubes, one rectifier; 16-in., 22 and 2. Featured are short-necked 16-in. metal-coned tube (Vol. 5:43); filter-glass or "black" tubes; 3-speed phonos but with 2 turntables, one for 78 & 33 1/3rpm, other separately for 45rpm; all save metal table models with built-in antennas, metals having built-ins concealed in legs of matching tables.

Service contract remains in effect, optional, but an alternative is offered for first time. It provides complete installation, year's parts and tube warranty, 90-day unlimited service on 10-in. sets for $22.95 for built-ins, $39.95 for outdoor antennas; $24.95 & $44.95 on 12½-in.; $29.95 & $49.95 on 16-in. Service calls after 90 days offered at flat $5.75 per call.

PRICE TRENDS & OTHER TRADE NOTES: Looks like the mass producers, taken by surprise by Philco's new 12½-in. at $200 (Vol. 5:52) will vie to see who can offer lowest prices in each category of models and tube sizes. This week, RCA broke price of its 10-in. table model down to $170 and 16-in. to $300 (see above). Hallicrafters came out with 12-in. (sic) plastic table model at $200 and announced line of 16-in. with rectangular tubes starting at $280. GE's new line omits 16-in., starts with 10-in. plastic table at $180 and 12½-in. wood table at $240, has first 19-in. not yet priced. And Stromberg-Carlson announced it's dropping 10 & 16-in. to concentrate on 12½ & 19-in. consoles.

Those are the early ones to report. Next week, Admiral, Motorola, Emerson, Tele-tone, possibly others, are due out with new lines and new prices. Philco may even have more to tell its distributors at Palmer House convention, Chicago, Jan. 4-6. Admiral's fire is being held for its convention in Chicago's Drake Hotel, Jan. 7-9; Motorola's in Chicago's Stevens Hotel, Jan. 10. Tele-tone shows its new line in New York's Park Sheraton, Jan. 3. Emerson salesmen meet in New York Jan. 6-7.

Last few weeks had everybody hard at work on cost estimates to meet competitive pace set by Philco and RCA. Even RCA's new 10-in. was originally down for $190 (Vol. 5:51), then repriced to $170 when Philco made known its 12½-in. walnut table at $200. GE had its plastic table 10-in. at $200, then cut it by $20.

Admiral published ad telling trade to "hold everything" until it saw new line Jan. 5: "22 brand new models, more revolutionary in design, more sensational in value than those that rocked the industry just a year ago." Ad went on: "Urge you

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to make no major commitments other than current requirements until you have seen and compared Admiral's brilliant new line on display Jan. 9, Chicago Furniture Show." Only hint out of Admiral comes from distributor reports that its salesmen are talking about new plastic 12½-in. table model.

Several manufacturers tell us they're already sold out for first quarter 1950, and DuMont's Ernest Marx issued statement that its receivers will continue on allocation indefinitely "even though our January, 1950 production will be double that of January, 1949." DuMont's regional distributor meeting at Chicago's Drake Hotel Jan. 11 has expanded into national distributor meeting, devoted mainly to sales training; DuMont has no new line or prices in immediate prospect despite earlier indication of new models in February.

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Hallicrafters new line has 7 new sets, retains one. It comprises: Model 716, plastic table 12-in., $199.95; 730, console 12½-in., $259.95; 740, console with doors, 12½-in., $289.95; 745, table 16-in., $279.95 (previous price was $319.95); 750, console 16-in., $339.95; 760, console with doors, 16-in., $369.95; 770, console with AM-FM-3 speed, 16-in., $439.95; 605 held over, 19-in. console with FM, $545. Features of line: 12 & 12½-in. sets have 17 tubes, 2 rectifiers; 16-in. have 18 and 2; 19-in., 23 and 2; all have built-in antennas; all 16-in. are rectangular-tubed, due for delivery in mid-January.

GE has new line of 5 sets, to be shown first at Chicago Furniture Mart. They're priced as follows: Model 10T6, plastic table 10-in., $179.95, down $10 from old Model 805; 12T3, wood table 12½-in., $239.95, down $40; 12C107, consolette 12½-in., $289.95, down $30; 12C109, consolette with doors, 12½-in., $319.95; 19C101, consolette with doors, 19-in., not yet priced. All except 10-in. have built-in antennas. All save 19-in. have 18 tubes, 3 rectifiers, black tubes; 19-in. has 19 and 3, won't be ready for delivery until late February.

Emerson adds 5 new sets to line in mid-January. Table models with 10-in. tube will be same as current plastic $180 Model 614 but with picture enlarger switch. There will be table and 2 consolettes with 12½-in., not yet priced. Table 16-in. is expected to be priced around $290. Meeting of company salesmen Jan. 6-7 is not convention.

Stromberg-Carlson's new line: Hampton, 12½-in. console $339.95 (Monterey in blonde, $349.50); Salem, 12½-in. period, $389.50; New Yorker, 19-in. console, $539.50 (blonde $549.50); Emperor, 19-in. period with compartment for 45rpm, $645; Chinese Classic 19-in. with AM-FM-3 speed, $965. All have built-in antenna, all 12½-in. have switch for enlarging picture to full circle.

Bendix officials indicate announcement soon about manufacture for private-label, presumably for Associated Merchandising Corp., buyer for 32 dept. stores, including Abraham & Straus, Brooklyn; Bloomingdale, New York; Emporium, San Francisco; Filene's, Boston; Strawbridge & Clothier, Philadelphia; Boston, Milwaukee. Also for Interstate Stores Buying Corp., 30 stores in smaller cities. Bendix will show own TV line at Chicago Mart, holds sales meeting in Hotel St. Clair there Jan. 6.

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Sears Roebuck's 1950 catalog won't be out till March, but its retail stores will offer 1950 Silvertone line comprising: 12½-in. table, $220; 16-in. table with rectangular tube, $260; 12½-in. console with AM-FM-3 speed, $470. Retained in line is 10-in. plastic table at $160. By mid-February, Sears expects to have 14 models. Meanwhile, mid-winter flyer quotes these prices on old lines: plastic 10-in. table, $155; 12½-in. walnut consolette, $200; latter in mahogany, $220. Making sets for Sears: Air King, Colonial, Hallicrafters, Tele-tone, Meck, among others.

Ansley has decided to sell via distributors henceforth, quitting direct-to-dealer method...Macy's-New York on Dec. 29 advertised it had 300 "specially priced" 16-in. private-brand Hyde Park sets at $219...Vim-New York chain Dec. 29 advertised Electromatic 12½-in. table at $130...Buffalo's Bestway Stores offered 10-in. Admiral plastic table for $119.95 (list was $169.95), promising to refund full price within year on purchase of any 16-in.

Templetone resumed TV production last week, after hiatus of 6 months, offering 16-in. Temple console at $269.95 direct to dealers as first of new line; prom-

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ises in February to include 12½-in. table and console, 19-in. console...Sylvania isn't showing new line at Chicago Mart, though trade ads speak of "new 1950 TV sets." Models will be same as those now on market (TV Directory No. 9) but new ones will be added from time to time...Atwater reports 12½-in. table model at $220, 16-in. console $350, 19-in. console $450...International Television Corp. (John B. Milliken) asks us to correct our report it was out of business; our information came from usually reliable sources, and we regret the error.

THEY'RE ORDERING RECTANGULARS: Mass-produced conical tubes, both glass and metal, are still the best sellers by all odds -- but talk about rectangulars won't down (Vol. 5:36-51). And the two glass blank suppliers, Corning and American Structural Products (formerly Kimble), though their present round-tube business is flourishing, make no bones about their enthusiasm for rectangulars. Corning says 75% of its tubemaking customers have ordered them already, ASPC says it has orders from all save 2 of its customers (one obviously being RCA).

Corning thinks rectangulars will "start rolling" in big way by early spring, or when current sales flurry subsides and set makers need new gimmicks. ASPC spokesman says that in January rectangulars will account for third of its productive capacity; by end of first quarter, 75%; and by September "80-90% of all the bulbs we make will be rectangular." At moment, both are concentrating on 16-in. size, but 14 and 19-in. are due to be offered soon. Current price of 16-in. rectangular blank is $11.50 vs. round at $12.80.

Right now, both say hottest items are 12½ and 16-in. round blanks, Corning adding that demand for 19-in. is accelerating too. Corning says 10-in. are "holding on," 7-in. are "cold" and 8½-in. very few. ASPC makes no 7, 8½ or 19-in. All present tube blanks are made with filter-glass. To list of manufacturers promising rectangulars in 1950 lines (Vol. 5:51), you can add Tele King which took double-spread ad in Dec. 27 Retailing Daily to announce itself as "First with...rectangular 16-in. 'black' tube." Tubemaker Tel-O-Tube Corp. advertised in Dec. 21 Radio & Television Weekly that it's turning out 16 and 19-in. rectangulars now at rate of 1800 per day.

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Significant new technique for coating inside of tubes was announced by Corning this week. Up to now, all tubes have had carbon conductive coating (aquadag) painted on by hand. New process permits glass-makers to ship blanks already coated, saving tube-makers laborious job; further, coating is fused to glass, doesn't come off in reclamation. All bulbs will get new treatment as fast as facilities are available. Corning believes technique will hasten acceptance of rectangular tubes, which are much harder to paint. Company also announced plans for new research plant, to be devoted primarily to TV tubes, and new engineering building.

HOW TRADE LEADERS EVALUATE 1950: More New Year forecasts from industry leaders:

RCA president Frank Folsom sees 1950 production and sale of 3,500,000-to-4,000,000 TVs, 8,000,000-10,000,000 radios; factory capacity increased nearly 50%. He counts only 2,500,000 TVs produced and sold this year, although RCA License Bureau's own 10-month figure plus RMA's November projection indicate figure will easily top 2,750,000 (Vol. 5:52).

RMA president Ray Cosgrove, ex-Avco (Crosley) forecasts same number of TVs as does Folsom, sees today's TV areas "far from saturated." He observes: "Unlike radio, TV is not [yet] in the replacement business. Almost every TV receiver today goes into a home that hasn't had TV before. And there are plenty of homes not yet equipped with their first set -- about 88% of them -- in TV reception areas."

Allen B. DuMont foresees 8,000,000 sets by end of 1950, with public investment of $5 billion. If FCC freeze is lifted, he would guess 100 new stations on air in 1950 and 10,000,000 sets. He sees 1950 as beginning of demand for second set in home, good prospects for industrial TV. DuMont factory chief Ricardo Muniz told American Assn for the Advancement of Science Dec. 30 that TV manufacturing payroll for 1949 was well over $300,000,000, compared with $190,000,000 last year.

Avco's John M. Craig, Crosley chief, predicts 3,200,000 TVs sold next year at retail cost of $720,000,000 (average $225), and Westinghouse's F. M. (Tod) Sloan said Sunbury plant will increase 1950 TV production by 75% over 1949.

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Zenith is asking FCC to reconsider its action 2 weeks ago setting whole question of Phonevision for hearing Jan. 16 (Vol. 5:50), and seeks permit for Chicago tests to be held first. In petition this week, Zenith stated it was prepared to spend $400,000 on transmitting equipment, called attention to FCC's pre-war authorization for Muzak "pigsqueal" radio service to test experimentally (it never did because of war), detailed contract it had drawn up for 300 homes to be used in demonstration. Understood several commissioners may change mind about need for hearing before experiments—which, with Coy and Sterling who dissented originally, would give Comdr. McDonald chance to try Phonevision out.

RCA will file results of color co-channel ratio study with FCC next week. RCA won't divulge its conclusions, but scarcely anyone expects ratios to differ much from those of black-and-white. Apparently, all 3 systems (CBS, CTI, RCA) were tested in laboratory setup. If difference in ratios between color and black-and-white is negligible, it would make it easier for Commission to begin vhf-uhf allocations hearing any time it wants to, regardless whether color decision has been made. If it decides at end of color hearing that systems need more development, it could go ahead with black-and-white, knowing color (if 6 mc is adequate) could be authorized later without disrupting station spacing.

Color Television Inc. filed progress report with FCC Friday, related that lack of adequate receiver tubes has hampered work. There have been no radio transmissions since Oct. 22; resumption is planned (via San Francisco's KPIX) Jan. 3. Equipment has been made portable, put in 18 "moderate-sized" cases. Seven receivers are in process of completion. Tri-color tubes it had at time of hearing are no longer useful. Of tubes received from DuMont, first useable one came Dec. 12; 2 more arrived Dec. 21. Rauland said it can't make any more, though it made earlier ones. RCA supplied phosphors "with reasonable promptness." Six sets will be used in Washington tests. Two Philco engineers worked month on gamma control, color transmitter amplifier, preliminary receiver design. CTI also reports it has increased staff from 8 to 20.

Color programming for next month (Vol. 5:52) must be costing CBS pretty penny. It released schedule including such talent as Faye Emerson, Earl Wrightson, Meg Mundy; such programs as Golden Gloves from Washington's Turner's Arena, famous paintings and ballet dancer from National Art Gallery, play from Catholic U theatre. Just about all public observation will be in Washington; New York and Philadelphia transmissions are for technical tests. There will be 4 sets in Washington's Statler; groups will be invited there for shows. Another location, yet unnamed, will have 15-20 sets; it will be "semi-public," invitations being extended to large groups.

Not that it held up Paramount reorganization Jan. 1 into 2 companies (Vol. 5:52), but FCC this week refused to okay station transfers (including WBKB, Chicago) to new United Paramount Theatres Inc. without considering qualifications of new licensee. Paramount wanted action taken immediately, subject to later revision. FCC's action has Paramount attorneys in stew.

More recent British pictures have been signed up for TV. This week, Standard Television Corp. bought exclusive TV rights to 75 J. Arthur Rank productions, all made since 1944, about 50 of which have never been shown in U. S. Among titles are such recent films as *Tawny Pipit*, *Nicholas Nickleby* and *Waterloo Road*. Firm's president is Irvin Shapiro, general manager Robert H. Wormhoudt —both associated with Film Equities Corp., 10 E. 49th St., New York City.

Financial and trade notes: DuMont this week got 15-year $750,000 loan on new Clifton (N. J.) plant from Mutual Benefit Life Insurance Co., Newark . . . **Hoffman Radio** reports $10,352,000 combined factory and sales corporation sales for first 11 months of 1949, estimates earnings after taxes at $1,061,000 ($4.16 per share) . . . **Admiral's John Huarisa** notes his company had gross sales of $110,000,000 in 1949 and "is currently the largest dollar volume TV manufacturer in the country [making] one set every 10 seconds," now employs more than 500 people.

Trade personals: David Davis, TV-radio buyer for Macy's, new GE TV-radio merchandising coordinator, reporting to marketing mgr. **Ernest Vogel** . . . **James N. Ryan**, ex-Eagle Electric Co., now Tele-tone asst. gen. sales mgr. . . . **Edward A. Malling** new sales mgr. for component parts at GE Receiver Division . . . **Melvin B. Schwartz**, ex-Sperry and Federal, new sales mgr. of Television Equipment Corp. . . . **H. James Tait** named Eastern states regional sales mgr. for DuMont receiver division.

SMPE definitely changes name as of Jan. 1 to Society of Motion Picture & Television Engineers, president Earl Sponable announces after overwhelming majority of membership (nearly 90%) voted favorably. Now SMPTE will undertake drive to enroll TV engineers as members.

RCA has sold 5 kw TV transmitters to Brazilian publisher-broadcaster Dr. Assis Chateaubriand and to Cuban broadcaster Goar Mestre. Both will operate on American, 60-cycle standards. Brazilian station will be at San Paulo, is due to begin operation June, 1950. Cuban station will be adjunct of CMQ, Havana, is expected to get on air commercially this fall.

NBC hikes rates of its 5 TV stations as of Jan. 1—New York's WNBT now having highest local rate in country, up from $1500 to $2000. Other hikes: WNBW, Washington, up from $200 to $375; WNBK, Cleveland, up from $200 to $400; WNBQ, Chicago, up from $500 to $750; KNBH, Los Angeles, up from $500 to $750. Announcement rates go up too: $400, $75, $90, $125, $125 for each station, respectively.

Station accounts: WOR-TV, New York, claims largest single order ever given one station when local **Chevrolet Dealers Assn.** bought all available spots plus 60 *Telefax News*, 15-min., Dec. 26-Jan. 11, in connection with new 1950 model; on WJZ and WJZ-TV combined, same sponsor bought total of about 300 spots, and took spots also on 4 other N. Y. stations . . . **RCA Victor** planning big use of all media, including TV, to promote new TV line (see Trade Report) . . . **Tele King** to sponsor panel of showfolk, with Hal Tunis as m.c., on WATV, Newark, starting Jan. 9, Mon. 8-8:30 . . . Rose Bowl via KTTV, Los Angeles, got that station, beside **Gillette** for game itself, sponsorships of concomitant events by **Standard Federal Savings & Loan, L. A. Federal Saving & Loan, GE Supply, Hoffman Radio** . . . Philadelphia's *Mummers Parade* on WFIL-TV Jan. 2 sponsored by **Petrol Corp.** (Cities Service gas & oil) . . . **Goebel Beer** with Harry Heilman again signed to sponsor Detroit Tigers home games on WWJ-TV . . . Among advertisers currently using or reported planning to use TV are **Consolidated Royal Chemical Corp.** (Krank's shaving cream), thru Ruthrauff & Ryan; **Venice Maid Co.** (foods), thru Schoenfeld, Huber & Green; **Standard Varnish Works**, thru Lucerna Co.; **Cribben & Sexton Co.** (Universal gas ranges), thru Christiansen Adv. Agency, Chicago . . . **Cities Service Co.**, film spots thru Ellington & Co. (in lieu of TV portion of NBC simulcasts of *Band of America*, concluding Jan. 9).

NBC-TV v.p. Pat Weaver starts his Sat. 8-10:30 p.m. cooperative project Feb. 4, sequential program with 3 participants per half hour, stations retaining 30-second station breaks. It's designed to attract smaller advertisers.

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Television Digest WITH AM-FM REPORTS

Special Supplement
December 31, 1949

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Editor's Note: One of FM's staunchest protagonists here analyzes the FM situation so pointedly, that we sought and secured permission to reprint it in full. Read also 'FM--Problem Child of FCC & Industry' in our Vol. 5:52.

From The New York Times, Dec. 25, 1950

THE RIDDLE OF FM

WMCA Move Highlights Problems of Medium

By JACK GOULD

LAST week's announcement by WMCA that it was suspending operation of it frequency modulation affiliate, WMCA-FM, has focused attention the growing economic crisis nfronting FM radio. The reason the suspension was simply that station was unable to attract arge enough audience and was ffering a monthly loss of $4,000. The plight of WMCA-FM is by means unique. Since the first the year more than 200 authorations for FM stations have been luntarily returned to the Fedal Communications Commission concerns which did not regard e future of the medium as bright. What has happened to FM? hy should a medium which is and away the best form of dio transmission be confronted ith such problems? What has beme of the high hopes that FM ould give radio a "second ance" to provide more enlightned programming and bring in a generation of broadcasters? There is no pat answer to the estions. FM has been the vicm of a chain of circumstances hich at least temporarily represent a disheartening chapter in oadcasting history. These cirmstances include economic, engiering and artistic factors.

Boom

The most obvious hindrance to 's expansion has been the specular on-rush of television. Offering sight in addition to sound, has been a greater wonder FM and has caught the fancy the mass public to a much eater degree than could an inention which was merely a reament of something with which eryone already was familiar. FM its own good came with too little too late.

But why FM was "too late" goes to the heart of the controversy surrounding the medium even today. Actually, Major Edwin H. Armstrong first announced his invention of modern FM as far back as 1935. Although his development of the regenerative and superheterodyne circuits obviously entitled him to the highest professional respect, many engineers, both in government and industry, belittled the major's latest invention. This was the start of a continuous series of delays for FM.

Chiefly FM represented not merely technical progress of the highest order but it also threatened the status quo in radio. What the public generally learned was that FM reproduced sound and speech with lifelike fidelity and virtually eliminated the problem of static. What was less publicized was the fact that in the unending competition for basic radio patents Major Armstrong would be on top. Since other characteristics of FM are to make possible more stations than is feasible with AM, and to equalize the power of stations, FM also challenged the position of existing sound broadcasters.

Change of Band

Finally, in 1940, FM was assigned forty channels in what is now known colloquially as the "low band" of the higher frequencies. The industry's subsequent expansion was halted by the war, but the post-war outlook was certainly promising. Then, in 1944, came the bombshell.

Although the overwhelming engineering opinion favored retention of the low-band channels for FM, the Federal Communications Commission, largely on the testimony of one Government engineer, moved the system to a new "high band" on the theory that there would be less interference between stations. Subsequently errors in the testimony were allegedly acknowledged and Major Armstrong has charged that there actually was alteration of the official records. To this day the matter never has been fully explained by the FCC and remains a mystery.

The effects on FM as a whole were not uncertain. The transition from one band to another took well over a year and FM practically had to start over again. Some sets put on the market at this time contained only a synthetic FM circuit which was not satisfactory. The need in some locations for special aerials and the more critical tuning required for FM also put the new system at a disadvantage. Whether the higher fidelity of FM is appreciated by the average ear still is widely debated, too.

The chief headache, however, was economic and centered on the question of how to program the FM station. The networks favored the duplication of their shows on both AM and FM on the grounds that they did not relish the idea of competing with themselves. In addition, they advanced the persuasive and practical argument that the sale of FM sets would never achieve mass distribution until the big shows were available.

No Charge

The corollary to this policy was that the networks did not feel they could charge extra for the FM distribution of a program heard on AM. If a listener heard the show on FM, he was lost to AM, and vice versa. For the advertiser this meant that he could buy a commercial on AM and get it carried free of additional charge on FM. Yet the independent station has been forced to compete with this network Santa Claus.

Since FM is not a source of revenue in itself, the networks, on the whole, have shown only the required minimum of enthusiasm for FM and have turned their attention to television. So long as FM is largely an uncompensated service, its growth inevitably must be stunted.

What is the future of FM? If the present picture is dark, it is far from hopeless. There are FM stations which are managing to get by and, in the larger cities where it is possible, many are making a notable contribution to finer programming with their specialized coverage. In this city WABF and WFDR are offering programs which are in welcome contrast to the output of standard radio, and WQXR-FM, of course, carries its AM affiliate's music.

Here in the metropolitan area, too, there are four educational outlets, each of which has commendable features. They are Fordham University's WFUV, Seton Hall's WSOU, the Newark Board of Education's WBGO and the New York City Board of Education's WNYE. They are well worth a listen.

Local Needs

Plainly, FM's future now lies in doing what neither television nor most of standard radio can do—cater to local needs and tastes and supply the programs which cannot be found elsewhere. In some communities this may not be economically feasible, heart-breaking as that news may be to many new operators, particularly ex-GI's, who have invested heavily in the medium. In other cases it has been shown that with ingenuity and alertness an exciting and valuable job in broadcasting can be performed.

FM must shake off its present lethargy and take a positive attitude. All too often even its strongest advocates have engaged in harmful quarrels among themselves or condoned extravagant claims and predictions, such as suggestions that advertisers are storming their doors or plans are afoot for a coast-to-coast FM network which would play only classical music. Careless talk of that type can only be harmful and misleading, because it does not square with the obvious facts of the moment.

FM would be better advised to tell its story honestly to the public and stress what it does have to offer, which in many communities is a great deal. Too much of its promotion has been couched in technical terms rather than in terms of its end product—programming. FM's greatest problem still is the fact that not enough listeners are aware of its existence. Once the public knows what it is missing, FM may find itself pleasantly surprised by the volume of public support which it receives Such support is long overdue.

stands ready for TV, it would take year to install repeaters and AT&T says it has no such plans until it gets adequate orders from telecasters (Vol. 5:37). Existing transcontinental coaxial goes west from New York-to-St. Louis, then south to Vicksburg area, west to Los Angeles, and is heavily used for telephone service.

Additional TV circuits to go into operation during 1950 will give New York-Philadelphia 2 microwave channels, one north, one south, making 9 TV circuits altogether; Philadelphia-Washington, one coaxial south, one microwave north and one south, making 8; Washington-Richmond, 2 coaxial south, making 3; Philadelphia-Chicago, one microwave east and one west, making 6; Cleveland-Erie, one coaxial north, making 2 (due to be opened Dec. 31, 1949, 11:45 p.m.).

TV JOLTS THE MOVIE-GOERS' HABITS: Movie people would do well to take notice of Audience Research Inc. (Gallup) study of movie-going among TV owners. It makes extremely interesting addition to our series of "surveys of surveys" (Vol. 5:25,37,49).

Determining evening leisure time preferences, ARI recently polled movie-goers as a whole (TV and non-TV), the country over, found one-third favoring movies, 1-out-of-17 preferring TV (Vol. 5:49).

But latest survey just announced separated movie-goers into 2 groups -- with TVs and without. Of those with sets, TV ranked first with 37%, while movies were top preference of 28%; radio was prime evening pastime of only 4%.

Of movie-goers without TV, 34% gave movies first place, 14% preferred radio, and curiously, 3% ranked TV first. Last group must have generous set-owning neighbors or extremely handy taverns.

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TV advertising by retail stores was subject of survey by Arndt agency, Philadelphia. Agency covered stores in 70% of TV markets: 74% of stores were in $10,000,000-and-over sales group, 12% in $2-10,000,000, 14% undisclosed. Findings: 41% use TV; 8% have discontinued TV but will resume in 1950; 10% never used TV but will in 1950; 6% discontinued, don't plan to resume in 1950; 35% have never used it and don't plan to begin in near future.

Types of sponsorships stores desire: full programs, 59%; spots, 50%; participations, 17%; undecided, 14%. Some use several types, of course.

SAN ANTONIO'S KEYL IS NEXT—No. 99: First new TV station of 1950 will be San Antonio's KEYL, which goes on test Jan. 7 or 8 and goes into scheduled commercial operation Feb. 2. That will make it No. 99 on the active TV roster -- and San Antonio, ranking 50th in U.S. sales, already shows signs of being one of country's hottest TV towns for set sales. City's first station, WOAI-TV, went on air Dec. 11.

KEYL's base rate is $200, and it starts with enough commercials to promise profitable operation during 1950. DuMont transmitter is in Transit Tower Bldg., tower rising 440-ft. above average terrain. It starts with full 17.9 kw visual, 9 kw audio powers on Channel 5, getting kine programs from DuMont, Paramount, ABC. Owners are Texas oilmen H. H. Coffield, W. L. Pickens, R. L. Wheeler, who have part interest also in Phoenix's KPHO-TV and are applicants for stations in New Orleans and Corpus Christi. Manager is W. B. Miller, veteran engineering consultant; commercial mgr., Sherrill E. Edwards, ex-NBC and Texas stations; program mgr., Mort Dank, ex-CBS; chief engineer, William Sloat.

Year ends with 13 CPs still on FCC books, 11 of them practically sure to be built during 1950 (Vol. 5:52 and TV Addenda 9-L). [For list of the 47 new stations that went on air during 1949, see TV Addenda 9-M herewith.]

Notes on upcoming new stations: Plans for WSM-TV, Nashville, now contemplate getting it on air sometime between July and September...Atlanta Constitution's WCON-TV may be second station of 1950, though Iowa State College's WOI-TV, Ames, may get going a few weeks earlier (Vol. 5:49)...GE transmitter is being installed for WSYR-TV, Syracuse, with 5-bay antenna whose 200-ft. tower will put it some 1270 ft. above ground level; tests should begin Feb. 15...Tower of Louisville Courier Journal's WHAS-TV rising steadily, should be up full 600 ft. by Feb. 15.

BRIDGEPORT UHF TESTS UNDER WAY: RCA-NBC threw switch Friday on uhf station KG2XAK, Bridgeport, Conn. (Vol. 5:7,19), beginning most extensive uhf tests yet, carrying full daily schedule of New York's WNBT. Receivers and converters (50 each, initially) will be installed in homes in and around the city, beginning next week, at rate of about 4 daily. Experiments are directly under NBC's Raymond Guy (he's also new IRE president) who says it's impossible to forecast when he'll be able to give any full-scale evaluations.

Transmitter is about 2 mi. from center of Bridgeport, on Success Hill, 53 mi. from WNBT, in rolling terrain. Latter's Channel 4 signals are picked directly out of air on receiving antenna 160 ft. up the 250-ft. tower. Transmitting antenna is about 450 ft. above average terrain. Transmitter builds up to one kw from 8 tubes in final stages, using "cascade diplexer," feeding 20-gain "stovepipe" antenna.

It's good place for tests, would have been even better had there been no TV signals around at all. But many Bridgeport enthusiasts have erected tall, elaborate antennas to get New York vhf stations. Area will be a principal uhf proving ground, with many manufacturers besides RCA making measurements, testing sets and tuners.

Telecasting notes: DuMont Network chief **Mortimer Loewi** says *Billboard* grosses for 1949 network TV operations we quoted last week (Vol. 5:52) were wrong; DuMont network and its 3 stations will gross "in excess of $2,500,000 from all sources" . . . ABC president **Robert Kintner** says company spent $8,000,000 on TV-radio plant during 1949—$3,700,000 of it on ABC-TV Center in New York, $1,250,000 on Hollywood TV Center . . . *Life Magazine* last week had crew at KTTV, Los Angeles, shooting photos of programs "outstanding and representative of Southern California TV." . . . **P. K. Leberman**, publisher of *Family Circle Magazine*, who sold Seattle's KRSC-TV (now KING-TV) earlier this year for $375,000 (Vol. 5:20), this week closed deal to sell KRSC-AM for $112,000 to Sheldon F. Sackett, owner of KROW, Oakland, and applicant for TV in San Francisco . . . *Radio Daily* quotes *New York Post's* **Dorothy (Thackrey) Schiff** as saying she has no intention now of selling KLAC & KLAC-TV, Los Angeles, has "refused 2 offers in excess of $1,250,000 [and] it is my sincere intention to remain in the TV and radio business" . . . **Macy** interests applied to FCC this week to change name of Bamberger Broadcasting Service (WOR, WOR-TV, WOIC) to **General Teleradio Inc.**

Proposed FCC decision on 3-year-old Don Lee network practices case has radio industry scratching collective head. FCC found Don Lee "guilty" of coercing affiliates contrary to chain network regulations, but didn't want to pass "death" sentence—so it renewed all licenses. Decision boldly says if Commission could have penalized Don Lee otherwise, it would have done so. Don Lee's TV application for San Francisco was placed in pending files because of freeze. It's subject of court litigation by TV applicant Edwin Pauley because it was severed from San Francisco hearing and Channel No. 2 reserved on grounds it could have been granted before others applied.

Theatre Owners of America board meets Jan. 11-12 in Washington's Hotel Mayflower. On agenda will be strategy for confidently expected theatre-TV frequencies hearing (Vol. 5:49). Latest petitioners for such hearing are Lockwood & Gordon (Arthur Lockwood, treas., is chairman of TOA's board and former president), operating 19 theatres in New England; Esseness Theatres Corp., 29 in Chicago; Balaban & Katz, 116 in Illinois and Indiana; MPTO of D. C., 75 in Washington area.

Threatened strike of radio & TV directors as of Jan. Jan. 1 was averted Thursday when union (Radio & Television Directors Guild-AFL) and networks agreed to continue mediation until end of January.

NAB Research reports radio broadcasting (AM only, excluding TV and FM) gross income was $435,279,000, up 4.5% over FCC's official 1948 total of $416,720,279. Operating expenses increased to $356,300,000, up 4% from 1948's $342,900,000. NAB estimate is based on sampling of about 100 member stations and the networks, take into account gross income after trade discounts but before agency commission deductions. The estimates by classes of revenue: national networks, $129,300,000 down 3.3% from FCC's official 1948 figure; regional networks, $7,529,000, up 2.7%; national spot, $118,425,000, up 13%; local retail, $180,025,000, up 5.3%.

Personal notes: Robert E. Kintner elected president of ABC, succeeding **Mark Woods**, named vice chairman as of Jan. 1 . . . **Shepard Chartoc**, ex-Buchanan & Co. TV-radio chief in Chicago, new gen. mgr. of Jay & Graham Research Inc. . . . **Syd Cassyd**, trade editor, succeeds **Harry Lubcke** as president of Academy of TV Arts & Sciences, Los Angeles; **James Vandiveer**, KECA-TV, 1st v.p.; **H. L. Hoffman**, Hoffman Radio, 2nd v.p.; **Betty Mears**, KTLA, secy; **Robert E. Packham Jr.**, NBC, treas. . . . **Tom Sarnoff**, son of RCA chief, joins KECA-TV, Los Angeles (ABC) as asst. to program director . . . **Albert Taylor**, coordinator of radio-TV sales dept., resigns Jan. 1 from William Morris Agency . . . **Clay Morgan** quits NBC to go into own public relations and publicity business . . . **John McPartlin** promoted to sales mgr. of WNBQ, Chicago (NBC) . . . **Norman Louvau** new sales mgr. of KRON-TV, San Francisco . . . **Edward L. Sellers**, director of FMA, now absorbed into NAB, joins NAB Jan. 1 . . . **F. Melville Greene**, NBC mgr. of sales traffic for 20 years, retires Jan. 1 to move to Florida.

CBS reorganized topside for New Year "to achieve greater coordination between radio and TV." Changes: **Wm. C. Gittinger**, AM sales v.p., becomes aide to president **Frank Stanton**; **Jack Van Volkenburg**, TV v.p., becomes AM-TV sales v.p. (no new chief of TV operations to succeed him); **Hubbell Robinson**, program v.p., named general program supervisor for AM-TV; **James M. Seward**, operations v.p., now business affairs v.p. (handling AM-TV programs, package shows, etc.); **Frank Falknor**, asst. gen. mgr. of WBBM, Chicago, now program operations v.p. for AM-TV. **Davidson Taylor**, public affairs v.p., resigns; **Sig Mickelson** is director of public affairs.

TBA Clinic set for Feb. 8 in New York's Waldorf-Astoria Hotel will be devoted entirely to discussions of commercial and sustaining programs at local level. ABC v.p. **Charles C. (Bud) Barry** is chairman.

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July $1152, Aug. $951, Sept. $1548, Oct. $2180. Publishers Information Bureau puts figure at $8,277,186 for the 4 networks Jan.-Oct. There are no figures for local.

Wall Street Journal Dec. 14 notes about 1900 companies now using TV medium to promote wares (Rorabaugh count, national plus local), compared with 727 at beginning of year, calls TV "a ravenous eater of the advertising dollar." Time charges are only part of story; Texaco, for example, pays $10,500 for its weekly network, but Milton Berle and cast bring cost up to $40,000 a week. General Mills is said to spend $18,000 per week to produce weekly Lone Ranger film.

How TV fits into advertisers' budgets is being weighed by many companies preparing 1950 budgets. B. F. Goodrich expects to spend more on TV; Esso will maintain 1949 pace. Rising costs of TV, says Texaco ad manager Donald W. Stewart, means "many advertisers are faced with the choice of getting into TV and sharply cutting outlays of other media or of staying out and maintaining their usual radio-newspaper-magazine-outdoor budgets."

Even if TV hits $30,000,000 time-plus-program level this year, as predicted, that's still merely a bagatelle out of the $4.8 billion record 1948 expenditure on all advertising, which McCann-Erickson's Dr. Hans Zeisel says may be surpassed by about 2% this year.

TV PUSHING RADIO OUT OF BIG TOWNS? Will TV make aural radio essentially a small-town and rural medium? Researcher A. C. Nielsen thinks it might. Take figures we quoted a few weeks ago (Vol. 5:49) from his speech to grocery manufacturers:

He suggested that by January 1954, typical evening radio show would have 2,634,000 homes tuned in -- 15% of them metropolitan, 34% medium, 51% small-town and rural areas (compared with present 31%, 33% and 36%, respectively). By then, he forecast typical evening TV show would have 1,960,000 homes -- 65% metropolitan, 31% medium, 4% small-town and rural. That would mean 1,274,000 metropolitan viewers vs. only 395,000 metropolitan listeners for those shows.

We pressed Nielsen this week to develop implications of those figures. First off, he stated there's no unanimity, even in his own organization, that TV-AM audiences will develop just that way. But bearing in mind the freeze, primarily, he felt assumption reasonable. In addition, he said, no one knows what kind of daytime medium TV will become.

As far as advertisers are concerned, he believes such a development wouldn't trouble them. They'd use whichever media they need, adjusting them as necessary. For example, Sanka's sales are 90% metropolitan; baking powder's 70% small-town and rural. What he was trying to do, he said, was to alert them to expect changes.

As for aural broadcasters, he pointed out obvious implications: High-powered metropolitan stations shouldn't suffer too much, since they can reach good-sized non-metropolitan audience. Small-town stations, particularly those out of range of TV, may not be hit. Metropolitan daytimers might stand up fairly well. It's the little station in the big town that has to worry.

GLEANINGS FROM COLOR AND UHF LABS: Nothing hot on color-freeze-uhf front nowadays, what with hearings in hiatus until Feb. 20 (Vol. 5:50). Engineers are glad to be away from Washington hearing rooms, back at their 'scopes and soldering irons. But there are scattered developments:

RMA's Dr. W. R. G. Baker and Edward Wheeler last Monday sounded out each commissioner and Sen. Johnson on their thoughts about a new National Television Systems Committee to formulate color standards. They came back apparently encouraged, although without commitments.

Seems commissioners are reluctant to give an NTSC a stamp of approval implying acceptance of whatever it comes up with. Current consensus seems to be: "We're glad to see you're working on color and we'll welcome all information." Sen. Johnson's attitude: "Atta boy. Get in there and pitch. I know you'll come up with something good." Which isn't a commitment either.

Noteworthy is fact Comr. Jones' extremely caustic letter to Paramount's Paul Raibourn (Vol. 5:50) created only minor stir -- very little newspaper play, casual

Apparently agreeing with Phonevision pitch, New York public relations counselor Millard (Tex) Faught has brought forth 110-page document (preceded by press release) concluding, among other things: "Only a small portion of TV's total potentialities will be realized if . . . advertising must alone shoulder the heavy costs involved." "Boxoffice TV," he suggests, would increase movies' income $1,000,000 daily, bring "$25,000,000 gates" to World Series, Rose Bowl, Derby, etc. He figures 4-network, 1200-station TV system would cost $1,740,352,500 to run yearly, and that average network hour would cost $38,125. TV would have to create $80 billion new business to support those costs, he estimated. He believes TV won't take much away from other media in long run. Faught has been counselor for FMA and Maj. Armstrong.

Proposed FCC rule clarifying use of TV aural and video transmitters (Vol. 5:50) is published in full text herewith as Supplement No. 69. It should be kept with other reference material until Commission makes final decision. Telecasters have until Jan. 9 to make comments and objections.

Big movie companies may get chance to argue what FCC should do about their TV status, in light of anti-trust actions; hearing maybe in January. Earlier this year, FCC raised question whether movie producers were qualified for TV grants because of 1948 Supreme Court decision (Vol. 4:29); FCC even put 3 movie-owned stations on temporary license (Vol. 5:5). Paramount filed extensive argument against "denial by delay" (Vol. 5:12); 20th Century-Fox asked for declaratory ruling (Vol. 5:11).

Twentieth Century-Fox intends to go ahead with plans for equipping 24 Los Angeles theatres with large-screen TV if and when theatre-TV frequencies are assigned. Report it had dropped idea, published in *Film Daily* this week end quoting Charles Skouras, is erroneous, company officials said. Meanwhile, 3 more theatre groups filed petitions for theatre-TV frequencies—United Detroit Theatres Corp. (Paramount subsidiary and TV applicant), owning 21 houses; Martin Theatre group, with 101 houses in Alabama, Florida, Georgia; Independent Theatre Owners of Arkansas, 264 theatres.

Network accounts: Congoleum-Nairn Inc. (linoleum) on Feb. 5 or 12 starts sponsoring *David Garroway* on NBC-TV Sun. 10-10:30 . . . **Lucky Strike** to sponsor Robert Montgomery on NBC-TV, one-hour show not yet set but due to run every other week . . . **Ovaltine** takes 2 segments of *Howdy Doody* on NBC-TV starting Jan. 3, Tue. & Thu. 5:30-5:45 . . . DuMont's first sponsor on new daytime schedule (Vol. 5:48) that began Dec. 12 is **Sterling Products,** offering Okay Mother with Dennis James, 1-1:30.

Farm and labor groups expanding into AM via station purchases are: Ohio Farm Bureau, powerful cooperative and an effective lobbying group, buying Washington's WWDC (1450 kc, 250w) for $125,000, and International Ladies' Garment Workers Union, competing for purchase of New York's WINS with Generoso Pope, publisher of *Il Progresso Italo Americano* and owner of WHOM, Jersey City. ILGWU offers to match Pope's $512,000 bid. Farm Bureau has at its head Murray Lincoln, mentioned as possible Democratic candidate to oppose Sen. Taft, up for reelection; it owns WRFD, Worthington, O., near Columbus. ILGWU owns FM-only stations in New York, Chattanooga and Los Angeles, seeks purchase of AM station KWIK, Burbank, Cal.

ABC executive v.p. Robert Kintner sold another 2100 shares of ABC stock in October, making 22,400 in all that he has disposed of in year, according to SEC records. Previous sales: Dec. 1948, 17,000 shares; Jan. 1400;

Personal notes: Absorbing entire Chicago staff of old C. J. LaRoche & Co. is new Chicago agency, Price, Robinson & Frank Inc., headed by **John F. Price,** in Board of Trade Bldg.; **William R. Stuhler** is radio chief . . . Among advertising executives of Lever Brothers now moved from Cambridge to New York (80 Varick St.) are **George T. Duram,** media director, and **John R. Allen,** TV mgr. . . . **Tom Maloney,** partner in Newell-Emmett Co., which dissolves as of Dec. 31 and becomes Cunningham & Walsh Inc., joins Cecil & Presbrey on Jan. 3 . . . **Kendall Foster** now TV v.p. of Wm. Esty Co... **Harold Fair,** ex-NAB program dept. director, joins WHAS, Louisville, as program director succeeding late **Peter Disney** . . . **R. Morris Pierce,** engineering v.p. of Richards stations, headquartering at WGAR, Cleveland, resigns to become president of new WDOK there, 5 kw fulltime on 1260 kc.; he's succeeded at WGAR by Robert **Fox** . . . **John Derr,** asst. to Red Barber, named CBS associate director of sports . . . **Tom Gleba** new program director of WLWC, Columbus, **Walter Jacobs** production mgr. . . . **Roy Montfort,** chief engineer of *Los Angeles Times*-CBS KTTV, nominated for 1950 presidency of Television Academy of Arts & Sciences, succeeding **Harry R. Lubcke** . . . **Lewis H. Avery,** Avery-Knodel Inc., new president of National Assn of Radio Station Representatives; **Richard Buckley,** John Blair & Co., v.p.; **James LeBaron,** Ra-Tel, secy; **Joseph Timlin,** Branham, treas. . . . **Ernest Byfield Jr.,** ex-MGM and NBC-TV, new TV director of Weiss & Geller Inc.

Telecasting notes: *Philadelphia Inquirer's* WFIL-TV moved Mon.-Fri. schedule forward this week to 12 noon, now runs average of 65 hours per week . . . DuMont's WTTG, Washington, this week began signing on at 1 p.m.; ABC's WXYZ-TV, Detroit, now starts at 2:30 p.m. . . . WCAU-TV, of *Philadelphia Bulletin,* out with elaborate brochure titled *Daytime Television is Here,* designed to prove chapter and verse that "women do stop, watch, listen and respond to daytime programs" . . . San Francisco's KPIX reports plans for 3-hour afternoon daily disc jockey show to bring in small advertisers . . . CBS has acquired TV exclusives on Opera Television Theatre (Lawrence Tibbett & Henry Souvaine), will put on *Carmen* with Gladys Swarthout as first show Jan. 1, 5-6:15 . . . TV has 36.1% of Baltimore's 6-10:30 p.m. total radio-TV audience, according to Hooper's Sept.-Oct. figures; this is 2.7% above previous month, 12.8% above TV's average in 37 cities covered by Hooper . . . Screen Extras Guild moving in to organize San Francisco area . . . TV advertising of Lucky Strikes assigned to BBDO, with N. W. Ayer continuing other media.

Station accounts: Ford Dealers Assn sponsoring 2 hour-long telecasts of *Scrooge,* literal translation on film of Dickens classic, on WJZ-TV Dec. 24, 9-10, with repeat Dec. 25, 4-5 . . . **Abraham & Straus,** big Brooklyn dept. store, sponsoring *Christmas Party* on WNBT Dec. 25, 3-5 . . . WOR-TV signs Brooklyn Dodgers for **Schaefer Beer** sponsorship next 3 seasons . . . Among other advertisers now using or reported planning to use TV shortly are: **Fred Fear & Co.** (extracts, dyes, etc.), thru Peter Hilton Inc.; **National Carbon Co.** (Prestone anti-freeze, Ever-Ready flashlights & batteries), thru Wm. Esty Co.; **Peter Paul Inc.** (Mounds candy), thru Brisacher, Wheeler & Staff; **Zippy Products** (starch), thru Martins & Andrews; **Pompeian Olive Oil Corp.** (soap), thru Joseph Katz Co.; **Pequot Mills,** thru Jackson & Co.; **I. Sagner's & Son** (Stallion suits), thru I. A. Goldman, Baltimore.

Los Angeles theatre owners are warned, in letter from CBS Pacific v.p. Howard S. Meighan, that Gillette-sponsored telecast of Rose Bowl game is under exclusive contract (KTTV) and may not be shown in theatres.

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trade paper treatment. Letter had called industry groups "pseudo-entities," asked Raibourn to show how he had encouraged color, particularly in view of Paramount's large stockholdings in DuMont. Raibourn hasn't replied yet, says he'll appear at allocations hearing; he's one of very few favoring mixing vhf-uhf in large cities.

* * * *

RCA engineers speak confidently, say they're satisfied major bugs will be out of their color system by time of February demonstrations. They're setting up field laboratory in Washington, "moving out of the hotels," expect to resume color transmissions here in couple weeks.

Question of receivers and field tests was haggled over in New York Monday by receiver distribution committee, which ended up with some FCC engineers wondering whether meaningful statistics can come from so few receivers in hands of public.

CBS plans call for giving one set to FCC Labs at Laurel, Md., one to Bureau of Standards for Condon committee, 16 to miscellaneous observers -- by Jan. 1. RCA says that by Jan. 15 it expects to have one for FCC, one for Condon; after Jan. 15, about 10 for general distribution. Nothing definitive out of CTI, except that it expects to have about 6 for Feb. 20 demonstration.

* * * *

Uhf began to stir a little. RCA submitted description of uhf tuner to be used in Bridgeport tests starting in January (Vol. 5:49). It tunes over 500-700 mc, uses printed circuit. Some will be mounted in RCA's 10-in. Anniversary table model.

Zenith offered FCC receiver equipped with uhf strip in its turret tuner, the device with which Zenith teed off on its happily forgotten "obsolescence" campaign of last March (Vol. 5:11-21). Zenith added it plans great many tests when RCA-NBC Bridgeport station goes on air.

DuMont is setting up 1-kw uhf transmitter at Passaic, hopes to get it going before long.

Pitching hard for his Polycasting uhf system (Vol. 5:46), consultant Raymond Wilmotte sent FCC supplemental material to support his claim that four 2-kw stations, using 2 channels, can cover cities even better than single 1100-kw station. He says there's common misconception that he proposes system use only FM video; AM will do the job, he says. FCC is watching his work closely, is also quite interested in his experiments showing reception of weak FM signal in presence of stronger one on same channel. Wilmotte says $50,000-$75,000 would suffice to prove system.

BETTER KINE-FILMS A RESEARCH 'MUST': It's not just the film -- it's lots of other things -- that account for the still relatively poor quality of kinescope recordings, which look like they must continue to be backbone of non-interconnected program service for some years to come. Not only the networks but film and projection laboratories are working hard on this research "must". There is even an informal interchange of information among the rival network technicians.

Check with picture-recording experts indicates improvements will show up gradually. Problem, as briefed by one, is fundamentally that of improving (1) quality of received pictures; (2) methods of recording on film from kinescope; (3) methods of transmitting kinescope recordings by stations. Thus it's clear not only film but component equipment must be improved. Horror story of year relates how one station actually used home movie projector to run kines of top-flight network shows.

Kinescope recordings are variously called kine, TV, video or film recordings; DuMont calls them tele-transcriptions. They're off-the-tube films of regular TV performances, counterpart of the radio transcription, intended for syndication to stations that can't get original show via coaxial-microwave or can't clear a particular time. Since AT&T extensions won't go farther than Omaha by October 1950, many cities with TV outlets are left without direct network hookups (for 1949-50 interconnections, see map on p. 88, TV Directory No. 9).

Kine-recordings actually hurt good shows sometimes, certainly don't conduce to receiver sales. Viewers who must depend on them get pretty poor idea of TV's real potential. New York Herald Tribune's acid critic John Crosby put it brusquely in commenting on Hollywood-recorded Ed Wynn Show: "Perfect Fool, Imperfect Kinescope."

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MARTIN CODEL's
AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING ARTS AND INDUSTRY

Television Digest

WITH AM/FM REPORTS

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December 3, 1949

UPSTATE N.Y. HOOKED INTO NETWORKS: Linking of Schenectady, Utica and Syracuse into AT&T coaxial-microwave hookups as of Dec. 1 (when Utica's WKTV made its formal bow) makes 24 cities now interconnected via Bell system. Next to be connected will be Rochester, with link from Buffalo, sometime later this month; presently, Rochester's WHAM-TV picks up Buffalo's WBEN-TV with its own relay. New hookup has 2 coaxial channels north from New York to Albany, one south; then 2 microwave channels west to Schenectady-Utica-Syracuse. From Albany, video signal hops to Rotterdam, 21 mi.; Cherry Valley, 32; Deerfield, 33; Sullivan, 40; Syracuse, 12. Schenectady's WRGB feeds off Rotterdam, 7 mi.; Utica off Deerfield, 3 mi. GE's own microwave link, which has been feeding Schenectady's WRGB from New York since 1947, will be standby for awhile, then abandoned. Syracuse's WHEN celebrated first birthday Dec. 1 by picking up CBS-TV's Ted Steele show off new "line" from New York.

DES MOINES AREA 'SURPRISE' STATION: Another "sleeper" among upcoming TV markets is Des Moines and environs, soon to be served by Iowa State College's WOI-TV, Ames, only 27 mi. away. Built and ready to go, but stymied awhile for operating funds, it definitely goes on tests Jan. 15, then on daily 7-10 p.m. schedule Feb. 15. Its Channel 4 GE transmitter is in, will radiate 13-kw visual; 585-ft. Ideco tower is up, new ranch-style transmitter house about ready. Station should cover rich urban and farm area of 625,000 population -- not only Des Moines but Marshalltown, Grinnell, Newton, Fort Dodge, Boone, all less than 50 mi. away.

It's to be non-commercial outlet, like its 5-kw daytime AM sister WOI, operating under State Board of Education. It won't carry local commercials, but there's good chance it will carry network kine-recordings, including sponsorships. City-cousin commercial broadcasters have given their blessings, as have radio dealers -- for, after all, college had foresight to get CP before freeze and station will "build circulation" for TV's inevitable advent on larger scale post-freeze. More than that, college president Charles E. Friley and radio-TV manager Richard Hull see it providing a vehicle that may revolutionize off-campus education by "bringing the rest of the country to Iowa's homes and to its little red schoolhouses." WOI-TV will also be used for engineering student training and for audience analyses.

* * * *

San Antonio's first TV station, opening up 50th ranking sales market, is set for formal debut Sunday, Dec. 11 -- WOAI-TV. It will be No. 97 on the roster, to be followed Dec. 17 by Cleveland's WXEL, third outlet in that city. That will end this year's crop of new stations. Early 1950 should bring half dozen or so more stations, but dates are still indefinite. Latest reports we get tell that:

KEYL, San Antonio, which got CP extension until January on condition it get going by then (Vol. 5:37), has ordered DuMont transmitter, is supposed to start tests in early January...WKZO-TV, Kalamazoo, Mich., is nearing completion, still aiming for start sometime in January...WSYR-TV, Syracuse, hopes to test in February, go into full operation March 1...WCON-TV, Atlanta, now says early February, and WAVE-TV, Louisville, says latter February...WTAR-TV, Norfolk, and WHBF-TV, Rock Island, say tests in March, formal debuts on or about April 1.

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COLOR TV IN MID-WINTER SHAKEDOWN: Next 2-3 months should be quiet, so far as color TV claims, counter-claims and demands are concerned. FCC has sailed into myriad other tasks, while industry has settled down to intensive development and testing.

It looks like February comparative demonstration won't come off until week of 20th (instead of Feb. 8, as scheduled). CBS's equipment will be used in Atlanta Feb. 8. RMA has directors' meeting Feb. 15-17.

FCC's next scheduled observation comes immediately after Xmas, when top staffmen Allen, Chapin, Plotkin, Plummer go to San Francisco to have a look at CTI's work. They leave Dec. 26.

RMA's engineering director, GE's Dr. W. R. G. Baker, is still working on plans for new National Television Standards Committee (Vol. 5:47-48), says he hopes to have them in shape by end of next week. Senator Johnson is said to have written Dr. Baker letter commending efforts to get color standards -- the mere gesture seen by some as sign he's relenting on insistence upon color-in-a-hurry.

Important is kind of reception NTSC idea will get from FCC. Commissioners aren't committing themselves in advance. Worth noting, though, is fact previous industry committees (such as first NTSC, RTPB, JTAC) were more or less prompted by FCC. Commissioners seem somewhat more cautious this time.

Dr. Baker says he can see no reason why new NTSC can't do as efficient job as first one. "One thing is certain," said he, "politics must be kept out, as before." Just how JTAC and Ad Hoc will fit into NTSC, he says he just doesn't know.

Color field-testing and plans meanwhile are under way -- FCC, CBS, RCA all reporting many requests from people eager to get test sets in their homes. Virtually all are doomed to disappointment, for there aren't many sets in prospect.

Receiver distribution committee, under FCC's Ed Allen, has yet to meet to decide where sets go. CBS will have just about 30; CTI has spoken of "half dozen," depending on availability of picture tubes; RCA doesn't say how many or when -- it hasn't yet given any to FCC labs.

Whether it betokens heavy color publicity campaign is sheer guess, but CBS this week distributed slick-printed pamphlet titled "The Basic Issues in Color Television." It's reprint of president Stanton's statement during color hearing (Vol. 5:41). CBS has also retained high-power public relations counsel Benj. Sonnenberg, presumably in connection with its color plans.

Excited story in Nov. 29 N.Y. World-Telegram had RCA successfully completing tri-color tube. It isn't so; RCA is working at it, but doesn't have tube yet.

RCA says it has made some of field tests FCC demands, and is continuing. It tested co-channel interference with its color, says ratios are no different from black-and-white.

JTAC is well along in adjacent-channel monochrome study requested by FCC, expects sooner or later to do same for color; also to undertake signal-noise tests.

Uhf has been quiet during color storm, but RCA-NBC report Bridgeport "guinea pig" station (Vol. 5:18-19) going according to plan, due on air by Jan. 1, rebroadcasting signals picked up directly from New York's WNBT.

TV RESEARCHERS GAUGE AND GUESS: Everyone -- just about -- says TV's the comer. But no one knows exactly what it will look like, full grown, or what it will leave behind in its trail. We can only pinch and poke at the animal, see what it's like now, guess at its future stature. As we did last summer ("What Is Television Doing to Us?" Vol. 5:25) and again in September (Researchers Dissect the TV Set Owner; Vol. 5:37), we summarize herewith results of latest nosings by the researchers:

(1) Impact on radio. A. C. Nielsen, the program rater, sees TV "coming rapidly" but radio holding lion's share of audience for some time. Speaking to grocery manufacturers in New York last week, he foresaw this lineup in 1954: Average evening radio show reaching 2,634,000 homes, 15% of them metropolitan, 34% medium, 51% small town and rural. Average evening TV show reaching 1,960,000 homes, 65% metropolitan, 31% medium, 4% small town and rural.

Nielsen didn't minimize TV's impact wherever there's a set; he simply point-

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Television Digest WITH AM-FM REPORTS

Trade Report
December 3, 1949

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TRADE FIGURES FAVOR THE OPTIMIST: International Resistance's Harry Ehle ought to win his bet (case of Scotch) from Sprague Electric's R. C. Sprague -- that before year ends, TV industry will enjoy 4 successive weeks of "100,000 or more" set production. He gets one leg up first week in November, for which RMA figures show close to 83,000. Adding 20% to account for non-RMA, a factor now generally accepted as conservative, they can put that week down for round 100,000. There's little reason to believe production figures will slip for remaining November weeks, though December may suffer somewhat from holiday slowdowns.

RMA average during October ran well above 75,000 per week (Vol. 5:47). We should have RMA reports on rest of November within next few weeks. Meanwhile, we're sticking to our forecast of about 2,750,000 cumulative for all 1949 (Vol. 5:47).

Dominance of TV in radio and parts industry, incidentally, is epitomized in some statistics coming to hand from most authoritative source. First 9 months of this year, TV sales accounted for 61.2% of industry's dollar volume, but only 17.6% of unit sales. During September alone, TV dollar volume was 68.4%, units 23.9%.

DANDER UP, COY WRITES HOT LETTER: "This is a letter to the editor," begins an angry missive from FCC chairman Wayne Coy, who signs it "Yours with his dander up." We think it best to let the letter tell its own story, not only to the principals involved (whose dander was up, too) but to our readers at large:

"I have just read your article in the current issue of Television Digest in the Trade Report section of Nov. 26, 1949 [Vol. 5:48] under the heading FCC 'Consumer Products Division.' I have no complaint about the report of what transpired with respect to the 'product' [switch that automatically changes 525 lines to 405 lines] developed in the FCC laboratory by Messrs. Chapin and Roberts. As a matter of fact, it is quite an accurate report of what happened in the meeting.

"I do object vigorously to the anonymous industry spokesman who said 'We show FCC people our secret developments but how do we know whether they won't take something and patent it?' Everyone in the meeting had adequate opportunity to express himself on this subject on the record. I bitterly resent anyone saying what you quote him as saying and his hiding behind the anonymity of your report. If he is worthy of a position in the radio industry, he has guts enough to stand on his feet and look me in the eye and make such a charge. He knows damn well that none of the Commission employees ever stole an idea from anyone or attempted to steal an idea from anyone and patent it. He likewise knows that the Commission would not tolerate it if it were attempted.

"It is a shameful performance on the part of your industry representative whom you quote anonymously. If I knew his identity I would tell him so. Please tell him so for me through your publication."

GATHERING OF THE CLANS IN CHICAGO: Annual Mecca for furniture and appliance folk, International Home Furnishings Market in Chicago's big Merchandise Mart Jan. 9-20, will signal appearance of some new TV models -- how many, it's too early to say. List of TV-radio displayers hasn't been released yet.

Next month, too, Chicago will be convention scene for 2 major TV-radio and appliance makers -- Admiral and Philco. Former hasn't announced dates yet, but Philco has set Jan. 4-6 in Palmer House for its midwinter convention, featuring mainly white goods -- but also a few new TV models "to sweeten up our line." Last 2 days will be devoted to business meetings. Exultant letter to distributors from executive v.p. Jimmy Carmine hints at "wonderful story...hard to keep secret," and promises Philco folk "wonderful 1950 year."

Meanwhile, only driblets of news about new lines and new prices come to hand

-- in addition to the items on p. 3. It's hard to say they betoken any trend yet:

DuMont has new 15-in. console with AM-FM-3 speed in period cabinet at $645 ($670 blonde). Called Wellington, it's DuMont's first with 3-speed, hits market Dec. 5 week. It replaces $945 Colony, which had only 33 1/3 & 78rpm. It's forerunner of other new models early next year.

Hallicrafters showed its new 1950 TV line to 70 distributor representatives in Chicago Thursday, pledged them to secrecy until exhibited at Furniture Mart.

Westinghouse has new 12½-in. console at $300 ($315 blonde), replaces same set announced in October at $325 and $335. It also has new line of 10 and 12½-in. tables and 12½-in. console combination, prices to be announced. All have built-in antennas; all save 10 and 16-in. tables have switch for enlarging picture...Crosley's new line (Vol. 5:46) now also includes 16-in. open-face console at $399.95... Garod has new line at lower prices: 10-in. table, down $20 to $200; 12½-in. table, down $10 to $240; 16-in. table, down $50 to $300; 16-in. console, down $40 to $350; new 19-in. console at $495.

Muntz has cut prices, after boosting them only month ago (Vol. 5:44), now lists: 10-in. table, originally $180, then $190, now $170; 12½-in. table, originally $220, then $250, now $200; 12½-in. consolette, originally $280, now $230; 16-in. consolette, originally $350, now $300. Muntz has deleted 10-in. $200 consolette, 12½-in. $400 combination. All Muntz sets now have "black" tubes.

All RCA receivers now have built-ins, except 3 in metal cabinets; table models in metal cabinets have antennas built into legs of matching tables...Wells-Gardner is making 2 basic chassis for its private label customers: 12½-in. with 18 tubes plus 3 rectifiers, and 16-in. with 20 and 4 -- both with built-ins...Stewart-Warner has raised price of 12½-in. table by $10, to $250.

PICTURE TUBES—SIZE, SHAPE, DEMAND: Very little doubt now that 12½-in. market will be 1950's "area for maximum competition and price cutting, if any" -- to borrow phrase out of letter from a leading set manufacturer. He adds, agreeing with other reports of recent weeks (Vol. 5:43-47):

"It is our opinion that the year 1950 will see the trend continue to large tubes...I understand the cost of the short 16-in. metal tube will be considerably less than the present long 16-in. metal tube, and this will have a depressing effect on the price of 12½ and 16-in. sets in our opinion. Anyone who has used a 16-in. set, and particularly a 19-in. set, will be very hard to satisfy with anything less than these sizes."

[Note: Later this month, RCA will announce new list price of $60 for short 16-in. metal tube with filter glass face (Vol. 5:43). This compares with $74.50 now in effect for long 16-in. Presumably, prices to manufacturers and distributors will be cut, too. No other changes in CR tube prices are presently contemplated at RCA.]

Problem of 19-in., our correspondent adds, is that tubes are still hard to get, but his company is making and selling every 19-in. set for which it can get tubes. DuMont, chief supplier of that size tube, has more than half its own receiver production now on 19-in. Sylvania and GE are due out with 19-in. tubes soon, probably in quantity first quarter of next year. When 19-in. really becomes competitive, it will doubtless affect 16-in. -- though price differential is still considerable.

As for rectangular tubes (Vol. 5:36-47), Hytron's president Bruce A. Coffin tells us 16-in. size "is being enthusiastically received" by set manufacturers. "It makes more economical large-screen TV sets available for the average home," he writes. Hytron already has "large orders" for its 16RP4 and is stepping up production. It also is pushing development of 13 11/16-in. diagonal (97.8 sq. in.) and 18⅝-in. diagonal (189.3 sq. in.) rectangular sizes (Vol. 5:42) -- and Mr. Coffin makes this flat prediction:

"Approximately 50% of next year's TV set production will be built around rectangular picture tubes."

Television Digest WITH AM-FM REPORTS

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Trade Report
November 26, 1949

BIGGER SCREENS MEAN TRADE-INS: Not much thought has been given to it yet, what with today's flush market, but trade-ins will soon become big merchandising factor. As more people turn to larger-screen sets, small-picture receivers will be traded in -- though it's to be expected, as Radio & Television Retailing suggests, some people will keep them as second sets for another room in the house. (Very convenient for Junior, who wants to see western while his parents prefer a political discussion.)

TV trade-ins can make satisfactory profits on both new sets and old ones taken in and put in shape for resale, says the authoritative Caldwell-Clements trade journal. Its November issue, incidentally, carries 32-city survey which reveals dealer emphasis on pocket-book selling rather than quality of picture, etc., as it was year ago. Budget terms, meters, banks, "free indoor" antennas, home demonstrations and trials were found widespread. Frowned on was practice of advertising "nationally famous" sets at ridiculously low prices, when sets are usually off-brands; and using term "RCA-licensed chassis" or "DuMont tube."

BUYERS UNDETERRED BY COLOR REPORTS: It's much too early to say whether this week's resurgent flow of publicity about color TV out of Washington has affected or will affect TV set sales. At moment, no manufacturers or distributors seem to be complaining that customers in any substantial numbers are shying away because they think color is imminent. Biggest headache is to supply booming Xmas demand.

Press reports of this week's comparative tests apparently didn't strike any sensitive chords. "Public participation" in color field tests, requested in schedule FCC released Tuesday, caught eye of editors and so was well publicized in newspapers. In general, story was handled in clear, straight-forward manner.

[Newspaper reporters covering FCC's protracted color hearings take far calmer and more objective view of proceeding than do participants; most of them, to our knowledge, if they haven't already got them, are planning to buy black-and-white receivers -- obviously undisturbed by any threat of obsolescence.]

All reports we saw made clear that tests would be temporary, sets not sold. What stories didn't mention was fact only CBS will have any sets to loan out -- and then very few -- in the visible future. Neither RCA nor CTI has yet even supplied one to FCC for testing, nor are they likely to have any to spare for a long time.

In coverage of comparative demonstrations, UP reported observers' reactions: "RCA...was clearer and steadier than in the October demonstration." "CBS system... had considerable color fidelity but the picture flickered occasionally." "DuMont's black-and-white was sharper than black-and-white picked up from RCA color." "Commissioners agreed color telecasting had improved."

Retailing Daily was struck by FCC labs invention which switches monochrome set from standard 525 lines to CBS's 405 lines (see story, p. 2), conjectured it "conceivably could be the answer to the color TV question and...compatibility of color systems."

Time Magazine's first full-scale roundup on color is in Nov. 28 issue, with good diagram of CBS and RCA systems. Except for few not vital discrepancies, it's a good exposition. It concludes, quite aptly:

"Televiewers can have color quickly: the CBS system. But to get such color programs (when & if they are telecast), the owners of existing sets will have to spend something like $100 each for attachments. The pictures will be good, but probably not so good as those supplied by some radical system not yet invented. The public, which ultimately controls FCC, can eat its color-cake now, thus commit itself to eating it from now on. Or it can wait for a better, as well as a less expensive, cake that may be ready 5 or 10 years from now."

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FCC 'CONSUMER PRODUCTS DIVISION': A small gadget brought most caustic exchange of week's color demonstrations. Invented by FCC's lab chief Edward Chapin and assistant Willmar Roberts, it's a switch that changes receiver automatically from 525 lines to 405 lines, depending on whether standard black-and-white or CBS color is transmitted. Of course, set must also be adapted to handle both standards.

What switch does is relieve viewer of burden of manually switching set when he tunes from present monochrome station to CBS color station, or when a station switches from monochrome to CBS color.

RCA counsel Glen McDaniel objected as Chapin prepared to demonstrate. He contended FCC is "out of order" when its staff develops something which "seems to be an improvement" in CBS's system.

Chairman Coy's dander rose: "I resent the suggestion very much that the FCC is influenced in its determination by the work [of its staff] when it comes to making a decision on the record in these proceedings." He added that patents, to be assigned to Government, had been applied for.

"You will recall," Coy told McDaniel, "that we have asked RCA for its equipment...I suspect that some of our people have capabilities of effecting some improvement in that system and that we may, when and if we get hold of that equipment, file a patent on an improvement...for the benefit of the Government."

Other industry people complained, outside hearing room. "We show FCC people our secret developments," said one, "but how do we know whether they won't take something and patent it?" Another charged: "Chapin's prejudice in favor of CBS is emphasized by this thing."

Device comprises single tube, plus relays and associated circuits. Difference in line frequencies of the 2 systems actuates it. Incorporated in Bendix push-button set, it worked well as WOIC switched from 405 lines to 525.

List price of parts is about $8, said Chapin. He didn't estimate cost of installation. Built into sets at factory, cost would be very small, he claimed.

Inexpensive color converter, built from odds and ends by FCC labs (Vol. 5:38), wasn't shown. CBS opponents have been asking to see it. Whether it will be demonstrated eventually isn't known.

TRENDS AND TOPICS OF THE TV TRADE: Rather quiet are the TV tycoons these days -- even their advertising conspicuously lacking in seasonal quantity and "big noise" quality, thanks to a market that's still absorbing all they can make.

"We're busy as hell," one of biggest remarked, "trying to get out all the sets we possibly can before Christmas." Also, he might have added, preparing year-end reports, planning 1950 production and sales.

So there's not much time for such publicity folderol as predictions, claims, market theories, etc. This week's only new prediction comes from spokesman for telecasters, TBA president Jack Poppele, who calculated TV set ownership should exceed 7,500,000 by end of 1950 -- reasonable guess in light of fact this year will end with very nearly 4,000,000 cumulative postwar output (Vol. 5:47).

Poppele, engineering v.p. of Macy stations (New York's WOR and WOR-TV, Washington's WOIC), has perhaps paid closer attention to manufacturing phase of TV than most telecast executives; he was an early (and quite substantial) investor in DuMont -- bought low, long before its 10-for-1 stock splitup.

* * * *

Chicago Furniture Mart Jan. 9 will doubtless bring forth some new models. In January, too, Philco and Admiral hold their Chicago conventions (Vol. 5:46). And a few set makers will bring new models out in latter December -- but no one is making any noise about them yet. Most manufacturers we've contacted look to see set market hold up nicely through March, as we reported last week (Vol. 5:47), but there are a few who expect high pace of final 1949 quarter to hold all the way through May. Everyone looks for a poor summer.

There's some apprehension, though, lest next year's market will eventually feel effect of the freeze on new-station construction -- for some 40% of U.S. popu-

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lation will continue through 1950 (maybe 1951) to remain out of reach of any TV service. Dealers in unserved areas would like nothing better than new stations, but the broadcasters are in no hurry -- indeed, most are quite happy about freeze.

From the trade come only sporadic hints of what's ahead: "Something new and big" in the way of plastic cabinets is presaged from Admiral in January. With giant new press, Molded Products Co., Chicago (Dom Siragusa, president) is reported capable of turning out 4 every 10 minutes...Problem of getting cabinets to West Coast may defer Admiral president Ross Siragusa's idea of setting up branch TV-radio factory there; he's still very sold on market's potential (especially after freeze is lifted) and has factory committee studying project.

Philco's Lansdale tube plant had to accept both "white" and "black" 12½-in. glass bulbs from Corning and American Structural Products in order to maintain volume. So Philco is now putting these indiscriminately into all models, at no extra cost. It's first company to sell "black" tube that way; other early users like Zenith, Raytheon, Capehart, Westinghouse, Tele-tone, ITI, GE either charge extra for it or offer special sets with that type tube.

* * * *

In current production streamlining, Magnavox is cutting present line of 25 radio-TV models using 12 chassis down to 13 models, 7 chassis...Regal has raised price of 12-in. consolette from $270 to $300, has added new 16-in. consolette at $350, has resumed old 10-in. table at $300 (down from $350) and 12-in. table at $325 (down from $390), both of latter with 26 tubes, 3 rectifiers...Sentinel has raised 12½-in. table $10 to $340, also upped console $20 to $270. Models were introduced 6 weeks ago (Vol. 5:42)...Capehart-Farnsworth has new 16-in. console at $399.50, with built-in antenna, 19 tubes, 4 rectifiers...MP Concert Installations, Fairfield, Conn., has 12½-in. table at $278 installed, plans 16-in. Feb. 1.

New set maker: Manufacturers Television Co., 99 Featherbed Lane, Bronx, N.Y. (Bob & Sid Meyers), announcing 16-in. table with AM-FM, built-in antenna, "black" tube, at $395; same with 19-in. tube, $439; also 9x12-ft projection console, $1495 ...Mars Television has moved to new plant at 122-33 Colonial Ave., Corona, Queens, N.Y., will be producing at capacity by Dec. 1, says sales v.p. Jack Somber...Aerovox Corp., parts maker, which did $5,500,000 volume in 9 months ending Sept. 30, has bought out Electrical Resistance Corp., Franklinville, N.Y. (ceramic capacitors).

Reports of tie-in sales by distributors (Vol. 5:45) were officially denied by Bruno-New York (RCA) this week. In letter to all dealers, Bruno unequivocally denied dealers must order 45rpm record players to get TV sets. Letter states Bruno can't keep up with orders for either players or TV sets...Hoffman Radio has taken over Los Angeles and San Francisco distributorships previously owned by president R. L. Hoffman personally, paying him original cost of $5333.

Where the TV sets went: Third quarter RMA city-by-city shipment figures again provide an authoritative, if dated, census. RMA members, representing 80% of all TV production (RMA's estimate), delivered 503,352 sets, bringing Oct. 1 cumulative total to 2,209,724 since Jan. 1, 1947. (For shipments first half of 1949, see Vol. 5:37.) The Oct. 1 figure may be compared with NBC's Nov. 1 set-in-use estimate of 3,025,000 (see tabulation this issue) and our own Nov. 1 total production estimate of 3,147,000 (Vol. 5:47). Again, in using RMA figures, note: they're about 2 months old; they're shipments, not production or installation; they don't account for overlap among areas or trans-shipments; they don't include Admiral and a few lesser producers not RMA members. RMA breakdown:

TV Service Area	3rd Quarter 1949	Cumulative Since Jan. 1, 1947
[illegible]	5,305	27,885
[illegible]querque	119	436
[illegible]	3,586	11,601
[illegible]more	13,674	62,923
[illegible]ngham	1,319	3,541
[illegible]	30,695	118,923
[illegible]tte	7,431	28,627
[illegible]	3,396	5,345
[illegible]nnati	52,906	209,600
[illegible]land	16,729	50,012
[illegible]	13,070	65,784
[illegible]port	3,741	12,044
[illegible]	2,542	3,463
[illegible]	23,766	86,637
[illegible]ford	1,091	2,084
[illegible]	713	1,275
[illegible]ston	1,722	6,087
[illegible]polis	418	448
[illegible]	3,016	9,292

TV Service Area	3rd Quarter 1949	Cumulative Since Jan. 1, 1947
Jacksonville	1,140	1,235
Kansas City	8,425	13,523
Los Angeles	52,962	190,294
Louisville	1,685	6,846
Memphis	769	5,841
Miami	857	4,500
Milwaukee	6,907	30,285
Minneapolis	8,585	19,532
Nashville	141	254
Newark	33,842	197,346
New Haven	5,434	33,239
New Orleans	852	6,526
New York City	80,055	505,703
Oklahoma City	1,467	4,305
Omaha	5,138	6,284
Philadelphia	48,842	253,303
Phoenix	158	180
Pittsburgh	8,119	29,442
Portland	148	707
Richmond	1,417	7,517

TV Service Area	3rd Quarter 1949	Cumulative Since Jan. 1, 1947
St. Louis	11,206	40,402
St. Petersburg	16	111
Salt Lake City	797	2,659
San Antonio	293	380
San Francisco	4,785	24,979
Seattle	1,553	8,713
Syracuse	2,724	7,323
Toledo	6,325	19,333
Tulsa	122	325
Washington	14,820	68,125
Unallocated	8,529	14,490
TOTAL	*503,352	2,209,724

* Shipments as reported in weekly production reports by members aggregated 517,809 sets for July 1 to Sept. 30, 1949; quarterly reports submitted by members for third quarter of 1949 allocated 494,823 sets to specific broadcast areas, or 95.56%.

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Third quarter cathode ray tube shipments by RMA members substantiate trend to larger tube sizes (Vol. 5:44), the 12-in. sizes running considerably ahead of 10-in., as during second quarter (Vol. 5:39). Third quarter breakdown: under 6-in., 251 units shipped; 6-8.9-in. (mostly 7-in.), 37,949, about 6% of total; 9-11.9-in. (mostly 10-in.), 198,792 or 31% of total; 12-13.9-in. (mostly 12½-in.), 279,413, or 43%; 14-in. and over (mostly 16-in.), 130,437, or 20%; projection types, 1981 or .31%; all others, including oscillographs, camera pickup tubes, etc., 14,901. Total of 648,823 CR receiver tubes (plus 14,901 other types) compares with 777,054 second quarter, 686,620 first quarter. Factory value of all third quarter CR shipments was $18,020,897.

Magnavox turned in profit for first quarter of its new fiscal year starting July 1, reporting net earnings of $48,684 on net sales of $4,324,898. For 4 months ended June 30, net loss was $893,000. For previous fiscal year ended Feb. 28, profit was $1,300,000, or $2.01 per common share. Proxy statement for stockholders meeting Dec. 12 in Fort Wayne asks approval of new issue of 100,000 shares of Class A cumulative convertible stock at $15 par, designed to strengthen company's financial position by replacing bank loans with longer term capital. Thanks largely to TV demand, company is back on profit basis; inventories went down to $6,200,000 as of June 30 from $8,100,000 on Feb. 28.

Set up to promote Phonevision, Zenith's proposed system of "subscription TV," Teco Co., Chicago (Television Entertainment Co. Inc.) has filed SEC registration statement covering 100,000 shares of $10 par common stock to be offered at $10 a share to Zenith stockholders of record as of last July 15 at rate of one-fifth share for each share of Zenith held. Prospectus describes how Zenith device would permit set owners to get first-run movies by calling phone company. Proceeds of stock sale are to be used for working capital. Several Zenith officials have already subscribed to some of stock (Vol. 5:28).

Pye Ltd. doesn't intend to sell TV receivers in U. S. market, said director B. J. Edwards, here with crew to demonstrate transmitter equipment. It manufactures and sells TVs in Canada, but higher costs there and tariff render it impossible to compete here. Mr. Edwards says there are about 1,000,000 TVs in London area, of which Pye sold about third. It's now making some 1500 per week, he said, lowest-priced being 9-in. (one-channel) for about $100. He also reported Britain's second transmitter in Birmingham starts in about 3 weeks; London's Alexandra station now puts out about 70 kw ERP.

Dividends declared: Philco, regular quarterly 50¢ dividend on common, payable Dec. 12 to stockholders of record Dec. 3; also regular quarterly preferred dividend of 93¾¢, payable Jan. 1 . . . **Sylvania**, 35¢ on common, payable Dec. 20 to Dec. 10 stockholders; also regular quarterly $1 on $4 comulative preferred, payable Jan. 3 . . . **Hazeltine**, 50¢ on common, payable Dec. 15 to Dec. 1 stockholders . . . **Hoffman**, "initial regular quarterly dividend" of 25¢, payable Jan. 10 to Dec. 16 stockholders.

Emerson reports sales for fiscal year ended Oct. 31 were $40,500,000, compared with $30,900,000 preceding fiscal year. Stock dividend of 10% has been declared.

After reporting $22,884 net profit for first 9 months of this year (Vol. 5:44), Hoffman Radio advised shareholders Nov. 23 that unaudited statement of profits for first 10 months shows $491,703 before taxes.

B. Ray Cummings, 58, engineering v.p. of Farnsworth company before its absorption by IT&T in May, died in Baltimore Nov. 23.

Trade personals: Edward C. Bonia resigns as gen. sales mgr. of Bendix receiver division, succeeded by **R. W. Fordyce**; Mr. Bonia plans new firm to market TVs, radios, appliances . . . Admiral elects 4 new v.p.'s: **Cy S. Rossate**, production; **Kenneth D. Turner**, engineering; **Frank J. Kazda**, purchasing; **Richard F. Dooley**, real estate . . . **Robert M. Jones** promoted by Admiral to engineering director, Electronics Division, **Evans T. Morton** to engineering director, Major Appliance Division . . . **Ralston H. Coffin** leaves McCann-Erickson Dec. 1 to become RCA Victor advertising director . . . **Frank M. Folsom**, RCA president, prominent as a Catholic layman, awarded bronze plaque Nov. 20 for services to humanitarian causes at dinner sponsored by National Jewish Hospital of Denver . . . **Lewis M. Clement**, Crosley engineering-research director, named chairman of executive committee, RMA Receiver Section, succeeding **Dorman Israel**, Emerson . . . **Herbert DuVal**, ex-GE, recently with WPTR, Albany, joins Airborne Instruments Laboratory as technical asst. to **H. R. Skifter**, president . . . **B. O. Sullivan** resigns as sales mgr. of WPIX, New York, for reasons of health; **Scott Donahue** made acting sales mgr. . . . **Walter Scott** new NBC Eastern sales mgr

For good technical roundup of color TV, read December *Electronics*, which has "New Directions in Color Television" by editor Donald Fink, and "Dot Systems of Color Television" by Philco's Wilson Boothroyd. In his summary, Fink says: "It is possible that the good points of [all] the systems might be combined with advantage. Dot-interlace might conceivably be used in a field-sequential system . . . with consequent improved resolution while retaining simple terminal apparatus." Boothroyd goes into theory and mathematics involved.

Opera lovers bravos resounded all over 6 cities which saw Texaco-sponsored ABC-TV telecast of Metropolitan Opera's first night Nov. 21. Most observers agreed camera work was outstanding, giving viewers closeups even box patrons couldn't possibly have seen. ABC had 6 cameras on *Der Rosenkavalier*, plus one in lounge and one at Sherry's bar. Latter 2 covered colorful opening night activities. Only adverse comment was on length of show, almost 4½ hours, and the switching back and forth of cameras on performers.

Color kits and parts will be offered to public by Arco Electronics, parts distributor, 135 Liberty St., New York, company has informed FCC. Handling distribution for Electro Motive Mfg. Co., Willimantic, Conn., Arco has urged Commission that hams and radio fans are good audience to try color on. Representative of Arco admits there's currently a problem in getting color tubes and dichroic mirrors for RCA system.

British color TV is 10 years away at least, said B. J. Edwards, technical director of Pye Ltd., in Washington Monday. He considers it next step in TV, doesn't believe much to be gained in raising present monochrome standards from 405 lines. His company has built and is testing CBS-type color equipment (Vol. 5:46, 47).

A DeForest TV manufacturing firm is still in planning phase, Dr. Lee DeForest told us while in Washington this week to testify in color hearing. Undisclosed Chicago backers contemplate luxury-type, direct-view receivers to be produced in an unidentified New England plant.

Midwinter RMA board and committee meetings will take place in Chicago's Stevens Hotel Feb. 15-17. RMA board will be guests of Canadian RMA board April 20-21 at Chantecler Hotel, Ste. Adele, Quebec.

Projected sale to NBC of KMPC, Los Angeles (Vol. 5:43), apparently has been called off—meaning KPI will continue as NBC key there.

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MARTIN CODEL'S
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November 12, 1949

OUT OF 'WELTER OF GUFF' ABOUT COLOR: Nothing we've ever published has evoked quite the same spontaneous reaction as our editorial comment last week, titled The Dreamers & The Builders (Vol. 5:45). With only one exception, the phone calls, letters and telegrams lauded its basic thesis: that the color TV issue, synthetic and confusing, is unduly delaying the progress of a great art and industry; that it has dangerous political and economic overtones; that the important thing is to build, build, build -- with encouragement rather than harassment from government.

Even the sole dissident wrote that, while he couldn't go along with our arguments: "I sure as hell respect your opinion in this matter. I only wish others were as honest and outspoken in their convictions."

It was from a motion picture executive, though, involved neither in telecasting nor manufacturing but a keen student of TV, that we received the most significant comment. We quote his letter not for kudos but because it adds some pertinent arguments:

"Your trenchant pen," he wrote, "has distilled out of the great welter of guff, the meaty phases of the problem and holds them up in bold relief.

"The industrial and manufacturing greatness of this country is founded upon the fact that Americans have always insisted upon having what is new and useful and they will not wait for the ultimate because there is no ultimate. They are thoroughly conditioned to constant technical improvement, new and better models, etc.

"After nearly 40 years of existence, the motion picture industry is even today turning out not more than 10% of its product in color and I know of no cases where moviegoers have refused to go and see a picture because it was in black and white and not color.

"Wouldn't it have been great for the automotive industry if millions of people had said, when Mr. Ford introduced his Model-T: 'We'll wait until the automobile is a perfect transportation device'?"

THEATER-TV PLANS & IDEAS JELLING: Many enthusiasts for theater-TV don't want too much publicity about "exclusives" -- they're afraid that aspect of their plans won't sit well with FCC in considering allocations of frequencies. But Fabian Theatres' TV consultant Nathan L. Halpern (onetime administrative aide to Frank Stanton at CBS) had no hesitancy in speaking out before theater owners in St. Louis this week. Said he, in essence:

Twenty-five good-sized theaters, equipped for large screen TV, easily interconnected, could compete with any sponsor or broadcaster for exclusive rights to major sports. With 50 theaters, it would be possible to program entertainment exclusively on regular basis. "From this number of theaters," he observed, "more money can be made available, plus profit, for program production than is paid out today for any regular entertainment program in TV."

And 1000 TV-equipped theaters, each chipping in $1000, could have a kitty more than sufficient to buy exclusive rights for any national sports events. Halpern referred specifically to World Series cost of $200,000 for radio-TV rights

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(Vol. 5:40). Up to now the few TV-equipped theaters (Vol. 5:43) have shared telecasts of major events by agreement with telecasters.

First suggestion movie folk use their tremendous resources for exclusive TV rights was made last April by Paramount's George Shupert at Denver exhibitors meeting (Vol. 5:15). Theater investment alone is $2.5 billion, income from admissions $1.5 billion yearly.

More petitions asking FCC for theater-TV frequencies (Vol 5:36) are being filed, meanwhile. Latest are from Walter Reade Jr. New Jersey chain and from 17-theater MPTO of W. Va. Expected shortly, too, are half dozen more from other state and regional associations, also from operators like Fabian, Skouras, Pinanski.

Attitude of other segments of industry, such as Allied Theatre Owners (independents), is still undefined -- but its TV committee chairman Trueman Rembusch, Indiana exhibitor and FM station operator, recently told Michigan moviemen:

"The position of the motion picture industry in TV is untenable, because the networks are in control...technical, political and monopolistic aspects of TV are so tied in that they cannot be separated." He added TV can't compete with first-run theaters, assured exhibitors 200-300 miles from big cities that TV was no threat because of high operating deficits, coaxial tolls, loss of signal definition.

Now that color hearings are off until February, movie spokesmen say FCC might well come up soon with answers to theaters' petitions.

WHAT SENATOR JOHNSON THINKS NOW: Senator Johnson was thoroughly interviewed this week -- by Scripps-Howard's James Daniel, Variety, Broadcasting, Radio Daily, Billboard -- and all reporters came away with this report:

He wants FCC to set "general" color standards now, permit color "to develop naturally, letting public decide which system is best."

Puzzled by what he meant, we went to see him again, came away still puzzled. He wouldn't amplify beyond urging general standards. Thus, as we see it, his statement could only mean one of these alternatives:

(a) Fully commercialize all 3 color standards offered. Let telecasters transmit whichever system they will; let public buy whichever sets they prefer, receiving whatever they can. FCC has always acted on principle that a single standard is only way to protect set-purchasers and give telecasters stable base to build on. We can find no intention within this Commission to depart from this policy.

(b) Allow limited commercialization of all 3 systems, perhaps in a few areas, with people buying sets in full knowledge that they're purely experimental and service may be temporary. There may be some leaning that way within FCC, but not much.

(c) Conduct field tests of all 3 systems, lending receivers to public to get its comments. If that's what Sen. Johnson means, no one quarrels with him, since that procedure is customary in field tests.

Regarding freeze, he said he has received complaints about its persistence from business men, including some from applicants in Denver, in his home state, which still has no TV station. He added he hopes vhf and uhf stations won't be allocated to same city, believes Denver can be taken care of with vhf-only.

Asked whether he expects Condon committee to recommend a color system, he said "No" -- that he has only asked for report on "status of the art."

* * * *

Apparently unsatisfied with "abbreviated" press coverage of his various recent statements about color and freeze, Sen. Johnson Saturday (Nov. 12) addressed letter to FCC Chairman Coy stating:

"In order that there may be no misunderstanding with respect to my position on color, uhf and the existing freeze I feel compelled to reiterate my views in brief summary. I have taken great care to state this complete story to the reporters time after time, but apparently only portions of it registered with them.

"On Color: It is my earnest hope that the Federal Communications Commission will find it in the public interest to promulgate quickly broad and sufficiently

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general standards for color so that this essential improvement may be developed naturally in the traditional American, free enterprise, non-monopolistic manner. The keener the competition the better. Furthermore compatibility, while desirable, certainly should not be the primary basis for a decision.

"On Use of the UHF: I hope, too, that the Commission will approve at the same time standards for the immediate commercial utilization of a large number of channels in the ultra high frequency band so that a realistic nationwide competitive system of television may be developed. I regard it as tragic for the ultimate development of television that the vhf allocation heretofore made is handicapping the adoption of a truly equitable and scientifically practical vhf-uhf allocation. However, I trust that the Commission's final allocation in both bands will take into consideration the problems both of set owners and television licensees and not provide a hodge-podge for each city which may have to be revamped again in a few years.

"On the Existing Freeze: The public interest requires an allocation of TV channels which will insure a national competitive system. When the proposed 42 uhf channels are allocated on a city by city basis throughout the nation and standards for their use promulgated there will remain no reason for continuing the present freeze on vhf licensing and, of course, it should then be lifted. The sooner that is done the better. But until a decision is made by the Commission on utilization and allocation of the ultra high frequencies, it would be shortsighted to lift the freeze on vhf licensing. Easily identified selfish interests are laboring day and night to lift the freeze now and nothing more. To lift the freeze without a definite plan for the allocation and use of uhf channels would be both a scientific and economic absurdity."

* * * *

All in all, it's apparent the Senator has fine grasp of some of TV's problems, very poor grasp of technical obstacles. He wants uhf before end of vhf freeze — and he wants color, too. Foregoing text fails to disclose where he's offered any real assistance toward solution of basic problems. Nor do we see, in his own text, any basis for complaint against press.

TIME OUT IN COLOR TV HEARING: Color TV situation remains in mid-air, now that one phase of FCC hearing is completed. With exception of CBS-DuMont-RCA comparative demonstration Nov. 21-22 (9 a.m., Temporary Bldg. E), no more sessions are on tap until CTI shows its system in Washington Feb. 6.

Next week, however, FCC is expected to tell color principals what kind of field tests it wants conducted in interim.

Nov. 22-Feb. 6 hiatus troubles many who think end of freeze could be hastened by plunging right into general freeze testimony; they feel that Commission will want that testimony regardless of color decision.

Fact that telecasters aren't represented, as such, at hearing was pointed up by TBA board meeting Thursday; president Jack Poppele deplored telecasters' complacency, when they should be most concerned of all, said after meeting TBA may ask FCC to start general freeze hearings right away. Meanwhile, TBA will questionnaire members on how far it should go.

NAB's board meets next week, but NAB is saying nothing about color or freeze — it isn't yet organized to go to town for TV, even if its AM membership should want. RMA board meets on color and freeze next week (see Trade Report).

As yet, FCC has indicated no intention of touching any other aspect of freeze until color hearing is over. That means March or April.

In the hearing room this week, some unusual questions featured conclusion of Dr. DuMont's testimony Tuesday. Though Sen. Johnson has apparently eased up somewhat in his slash-bang "color-today" exhortations, Comr. Jones hasn't let up much. For example:

He asked whether DuMont network might have kept Ted Mack amateur hour (which went to NBC-TV) if it had had color! DuMont replied with emphatic negative:

"We lost that program because we haven't been able to get affiliates...This set-up in the hearing down here is creating a very nice little monopoly." DuMont's

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counsel, William Roberts, muttered that "the only color involved was gold," protested questions along that line were unfair.

Apparently, Comr. Jones felt he'd gone a little afield, offered amends with: "I think your company presents a saga in private enterprise that is well worthy of dramatization, and I congratulate you on it. But it does not mean that I agree with your position on color." DuMont was on stand better part of 2 days, Comr. Jones doing almost all the questioning -- pressing him to justify his lack of enthusiasm for color now.

* * * *

Possibility of using FM (instead of AM) for video portion of signal, and its effect on color, brought consulting engineer Raymond Wilmotte to witness stand. He admitted all his work was theoretical and in laboratory, but urged FCC to encourage study of FM, asserted it had great potentialities for reducing interference in TV.

Wilmotte said TV is too advanced in vhf to permit FM video there, but believes FM's a natural for uhf, combined with polycasting -- a system of several low-powered stations, owned by one licensee, operating simultaneously to cover an area.

With twelve 2-kw polycasting units, he asserted, one could cover a rural area which would require 200,000,000 kw with single station. System requires 2 channels per group of polycasting units (making up one station).

FCC labs chief E. W. Chapin went on stand briefly, stated he believes ghosts with FM video, in color, will probably be no worse than with AM video. Ghosting still seems to be crux with FM video, most of industry claiming military experiments during war definitely ruled it out.

* * * *

Novel idea that there's too much competition in telecasting was advanced by U. A. Sanabria, of American Television Inc., which makes CR tubes and operates technical school. He suggested vhf channels be regrouped into 24-mc channels for 1100-line color, with stations sharing time. He said this would give better programs.

Dr. Lee DeForest, Sanabria's 76-year-old associate, testified he thought 12-mc might give kind of TV Sanabria wants, reasserted no color system is ready (Vol. 5:42). He gave some details of his own color TV invention, a screen made of tiny hexagons in 3 colors, whole screen oscillating circularly in synchronism with similar screen at camera.

Strongly favoring compatibility, Dr. DeForest deplored own system's mechanical nature -- but called it improvement over CBS's in that screen need be no larger than picture tube. He couldn't demonstrate for 6-12 months, he said. November Tele-Tech Magazine carries description of system.

Dr. DeForest also said there are too many stations (sic!), making for poor programs. Like Sanabria, he recommended fewer stations.

That suggestion may be nominated the one least likely to succeed!

Great promotional success with color TV surgical demonstrations by Smith, Kline & French pharmaceutical labs has brought CBS another customer for equipment (name and business unrevealed). CBS's Dr. Peter Goldmark, just back from Britain where he lectured and demonstrated (Vol. 5:43), says he's designing new gear that is simpler, more compact and all-purpose (i.e., good for entertainment and industrial subjects). Goldmark also reported that BBC plans immediately to experiment with CBS's system, that BBC engineers are impressed with its simplicity, color fidelity, image sharpness, ease of adaptibility to monochrome.

Dropping in on Sen. Johnson this week, we found the baseball-loving legislator engrossed in his own "allocations" problem—setting up next season's schedule for Western Baseball League, of which he's president. He has huge board covered with hundreds of colored pegs in holes. "I propose the 'allocation'," he said, grinning, "and the [illegible] then we revise it."

Angry charges by industry topkicks that TV freeze article in November *Fortune* is completely distorted has set magazine's editors to re-reading it, considering another article to redress grievances. Thesis of article (Vol. 5:44) is that FCC was incompetent, unduly influenced into making faulty TV allocation; that TV should have started in uhf in first place, with higher-quality pictures. There's also this crack: "And in familiar pattern, FCC Chairman Coy was offered the presidency of the Television Broadcasters Association as something to turn over in his mind while deliberating the future of TV." This, in spite of fact Coy turned job down many months ago.

Printers' Ink National Advertising Index, issued Nov. 4, estimates national TV time sales at $1,584,000 for September, up 66% from year's low of $951,000 in August. TV thus compares with 8% increase for all media for September over August, 8% increase for radio, 13% increase for newspapers. The *Printers' Ink* estimate puts total TV time sales for first 9 months of 1949 at $11,352,000.

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November 5, 1949

THE DREAMERS & THE BUILDERS: What do we, personally, think about the color TV issue as it has been unfolding here in Washington?

We've resisted answering this insistent inquiry from troubled friends until we thought the color hearings had gone far enough to warrant editorializing.

They have -- and the opinions here expressed represent the consensus of our staff, who have covered every facet of the "color case," listened to every word of testimony or read every page of the record, seen every demonstration, talked to every principal involved.

In our book, the whole color business is premature, based on an exaggerated ideal in the minds of a very few people -- and it has resulted in an unnecessary and destructive prolongation of the freeze.

We don't think anybody's color is ready, or even in early prospect.

Danger, as we see it, is that the FCC, rather than giving public color TV, could really wind up killing off what TV the public now enjoys -- a tragic abortion of the country's most promising and exciting postwar industry.

* * * *

Compatibility is the key. And the telecaster is the critical man today. He can't afford to lose any audience. He can't afford to start again building new audience from scratch. He's having tough enough going now, financially, without adding to that burden. He and his "circulation managers," the manufacturers and sellers and servicemen, deserve encouragement rather than harassment.

The incompatible system proposed has limitations clearly visible and serious. Aside from requiring conversion of existing sets just to get black-and-white -- and there would be 5,000,000 or maybe 10,000,000 sets in use by the time anybody got around to putting it into substantial operation -- it's a retrogression from today's excellent monochrome in that:

(1) It halts growth of direct-view picture size, is limited to what will soon be considered a small screen, flies in face of an unmistakable trend to larger screens.

(2) Definition of the picture, or ability to show detail, is far less than that of today's black and white.

Those who offer compatibility are obviously unready. The infant TV has enough natural growing pains now without adding artificial ones. Let it gain some strength first.

* * * *

What's so urgent about color? Who's demanding it? Who would pay good money for it in its present size and state?

Actually, only a handful of people were "sold" on its immediacy -- and we wonder whether most of them still are. The record, and preponderant industry opinion, certainly argue for a natural and gradual evolution toward color -- not its adoption in a hurry by fiat.

A basic fallacy of the whole fracas is the theory that color is the ultimate in TV. Even the color-later forces have mistakenly subscribed to it. Who knows what

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new development the inventive genius of the electronic industry will bring forth? How about tri-dimensional TV, for example? And what if it's incompatible? Are we to stop everything every time a promising development appears -- while risk capital goes elsewhere in disillusionment?

Depressing in a way is the strange element of fear pervading the issue -- a fear totally out of place in an industry of such basic vitality. FCC is afraid of Sen. Johnson; industry afraid of FCC; RCA-NBC afraid to offend anyone; CBS afraid of missing out on a long-shot. Rare indeed is the man who stands up and says what he thinks, or has courage to change his mind and admit he was wrong.

* * * *

In their excess of zeal, the color-now proponents are actually doing themselves a disservice: The politicians, by tackling something too complicated to be made a popular issue or to be the basis of charges of collusion in so highly competitive an industry. The incompatible system folk, by helping prolong the freeze and retarding the spread of their own as well as others' TV facilities.

The political power, if they choose to exert it, is without doubt overwhelmingly on the side of:

(a) The telecasters, who urgently need more stations, more markets, more networking -- and who would be up in arms over the Washington goings-on if they were really organized. (Meanwhile, the anti-TV broadcasters chortle.)

(b) The makers and vendors and servicers of receivers, whose $1 billion 1949 business may be doubled next year -- a factor in the nation's economy that cannot be blinked away. They, too, almost to a man, resent the confusion caused by all this color talk.

(c) The labor unions, whose leaders are beginning to visualize tens of thousands of new jobs melting because of artificial governmental restraints.

These, in addition to millions of bewildered TV set owners and prospective purchasers of TV sets.

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Let's get on with the allocations (really a tough problem) and then build, build, build. That's the job at hand. In the words of Comr. Hennock, before these hearings, the "important thing now is to get stations on the air; whether they're monochrome or polychrome is secondary" (Vol. 5:36).

PLAIN TALK AT THE COLOR HEARING: Blunt-spoken Allen DuMont can't swallow all this talk about color TV being ready or "just around the corner." It's completely foreign to his nature to give lip service to something he honestly doesn't believe. Thus, he stood out this week as perhaps least diplomatic but certainly the most positive-minded of all witnesses as FCC's color hearing droned through its 6th week.

On witness stand Thursday, he reiterated belief acceptable color is still 10 years or more away from public. He summed up defects he found in all current color proposals: CBS's has insufficient resolution, picture size, brilliance; RCA's and CTI's have great registry problems, are too bulky, too complex, too expensive.

And anyone who talks of converting present sets to color, said Dr. DuMont, is "just dreaming."

Further, he found both CBS and RCA systems poorer than they were 3 years ago. "The situation as of today," said he, "apparently is to decide just how bad a picture we can tolerate and still have a workable system."

On top of that, he believes no system has been adequately field-tested. He'd suggest each put several stations on the air for 6-12 months with several hundred receivers out.

"The most honest man in the color hearing," was how some corridor talk characterized this outspoken TV scientist and industrialist. He even went so far as to assert his belief even CBS doesn't think color is ready.

Like anyone who steps on touchy toes, he also evoked apparent resentment when he stated: "For the first time, the Commission is asking the industry to do

makers, it looks quite reasonable in light of whole industry's calculated 1,625,000 for first 9 months (Vol. 5:44) and virtual certainty that last 3 months will account for well over 1,000,000.

Actually, there are about 100 set and kit makers, as listed in our TV Directory No. 9. But there's scant doubt these 13 turn out best-known brands, good probability they do 90% or more of whole industry's business.

TRENDS & TOPICS OF THE TV TRADE: Demand continues high, labor market up, so there aren't many who anticipate immediate breaks in TV prices. Not before next year's new models, at least.

Quite the contrary -- you hear peeps, now and then, of price increases. This week, Raytheon upped 16-in. models $10 each, making table unit $299.95, consolette $349.95. Only reason, we're told, was "re-evaluation of manufacturing costs."

Major tubemaker which only recently began marketing TVs under own brand name (Vol. 5:34), Raytheon is also offering "black" tube as optional in 12½-in. consolette for $10 extra. Its Belmont plant in Chicago, said executive v.p. H. C. Mattes, is now turning out 500 Raytheon TVs per day, expects to reach 750 by month's end.

To quiet trade reports that prices would soon be raised because of higher labor costs, RCA's consumer products v.p. Joe Elliott stated Friday RCA Victor has no plans to increase prices of TV receivers.

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Trade news is still dominated by excess of demand over supply and boom pre-Xmas trade, radios as well as TVs. Nearly everybody seems to think condition will run well into next year. In non-TV areas, merchants as well as local folk are prodding local broadcasters to provide that much-talked-about TV service, urging them to install stations; most local merchants have only vague ideas about TV freeze.

Bellwether RCA isn't ignoring radio set market, this week announced radio-phono console (with 45rpm) at $99.95, about $100 lower than its lowest, designed for tight-spaced homes or apartments; also 2 new table model AC-DC radios with 8-in. speakers at $29.95 and $39.95, both with plug-ins for 45rpm players. RCA officially denied reports it's going into 33rpm; to many rumors about abandoning 45rpm, consumer products v.p. Joe Elliott replied that these changers, reduced from $24.95 to $12.95, are now selling at rate of 50,000 per month while 45rpm record sales have increased 260% in last 90 days and are running at annual rate of 20,000,000 units.

* * * *

You're going to hear lots about RCA's Antenaplex System of simplified multiple antennas for apartment houses, hotels, hospitals, stores, etc. It hasn't been promoted much, partly because of receiver scarcities. But it has already been installed in 26 places, mainly New York area (Shelton Hotel is latest). Among store installations now working are those in Macy's New York and White Plains stores; Liberty Music Shop, New York; Rich's and Davis & Paxson, Atlanta; Dayton's, Minneapolis; Shillito's, Cincinnati.

Specialty distributors are handling Antenaplex contracts, which RCA's Engineering Products Dept. -- its TV transmitter business stymied by freeze -- plans to extend gradually into many more cities. It will be promoted heavily as answer to landlords' objections. System doesn't necessarily require RCA receivers; Shelton bought up quantities of Admiral 7 and 10-in.

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Miscellaneous trade news notes: Emerson has new 12½-in. consolette at $279.50, includes 19 tubes plus 2 rectifiers; has also put out new $19.95 table radio and $24.95 personal radio with batteries...DuMont billings reported running some $5,000,000 every 4 weeks; it works on 13 four-week cycles...Regal has new 16-in. console at $397.50; with AM-FM, $447.50...Video Corp. of America shaved 16-in. prices somewhat (around $10) to list table now at $270, open console $300, console with doors $320...Sonora seeking tax settlement with Uncle Sam, in connection with bankruptcy; president Joe Gerl then hoping to get it back into private radio and TV production...Arvin's 12½-in. table model (Vol. 5:41) is listed at $260...Motorola out with new 16-in. TV-only console at $349.95.

Zenith is still beating drums for Phonevision, appears to be going ahead with tests in some 300 Chicago homes, though FCC approval requested last August not yet obtained (Vol. 5:32). Recurrent trade paper reports tell of sets adapted and installed, phone lines readied, "A" feature films obtained, but details are lacking. MPA spokesman denies any of its producers is participating. Sales v.p. H. C. Bonfig, speaking this week before Kansas City Co-op Club, was quoted as saying TV is "an economic monstrosity because its spectacular popularity is coupled with enormous losses on the part of TV broadcasters . . . The biggest worm in TV's apple is programming, and the only solution is to give TV Hollywood motion pictures plus a boxoffice."

Illinois Bell Telephone Co. put serious crimp if not quietus in Zenith's Phonevision plans when it recently informed company it would have nothing to do with pay-as-you-look TV beyond furnishing leased lines for test now planned for early next year. Phone company said it wouldn't participate "either now or, so far as we can see in the future, in the other aspects of the fee-type TV such as billing, collecting or operating the switching of unlocking signals, or handling the orders therefor, by our operating forces." One fundamental of plan (Vol. 3:27) is to have phone company handle keying signal as well as bill customer for special movie telecasts.

DuMont has appointed Canadian Marconi exclusive representative to sell station equipment in Canada (Vol. 5:41). Although preliminary talks have been had with same company to make and sell DuMont receivers, nothing definite has been decided. Emerson recently appointed Canadian Marconi to make its TV sets (Vol. 5:38). DuMont also has sold transmitter and equipment to Mexico City publisher Romulo O'Farrill, who is reported hoping to get signal on air by end of year.

TV habits of 2000 Los Angeles families, according to Woodbury College survey: 91% listen less to radio; 68% report decreased movie attendance; 56% read fewer books, 43% fewer magazines, 15% fewer newspapers. Favored programs are sports, Milton Berle, movies, with football well in lead; 37% would be willing to pay something to watch football on TV, 34% would pay for championship boxing match. Set ownership: RCA 16%, Philco 15%, Admiral 13%, Hoffman 9%, Packard-Bell 7%, GE 6%, others 34%.

Since "census" of TV sets by cities as of Oct. 1 (Vol. 5:43), these reports of sets-in-use as of Nov. 1 have been received from station operators: Los Angeles 240,000, up 27,000 in month; Washington 69,550, up 6350; Kansas City 15,755, up 8755; Syracuse 15,104, up 3604; Memphis 9910, up 1810; Omaha 7748, up 1748; Greensboro 6531, up 1931.

Newly organized National Television Dealers Assn. (Vol. 5:41) announces comedian Bob Hope has accepted honorary president; he's chairman of board of Quality Electric Corp., Los Angeles, DuMont distributor (Vol. 5:23). Group says it now has 300 members, has fixed dues at $25, plans first convention early next year.

Edward E. Shumaker, 67, former president of old Victor Talking Machine Co. and president of initial RCA-Victor when it was merged in 1930, died Nov. 4 at his home in Merchantville, N. J.

William Vassar, engineering asst. to Emerson Radio's executive v.p. Dorman Israel last 5 years, this week was named Emerson's chief engineer.

IT&T's Radio Corp. of Porto Rico has sold its WKAQ, San Juan, 5 kw on 620 kc, to *El Mundo* for $325,000.

RCA's vestpocket tube manual, 1950 edition, is now available, includes TV servicing and battery data.

Magnavox directors have called special stockholders meeting Dec. 12 for vote on new preferred stock issue designed to retire outstanding bank loans and strengthen working capital. Stockholders of record Nov. 15 will be entitled to vote. Present capitalization consists of 1,000,000 shares of $1 par capital stock, of which 659,898 are outstanding. There's unverified report that Music Corp. of America principals (notably Jules Stein) recently bought heavily into Magnavox, whose stock pulled up considerably after big summer dip.

Big boost in sales and net of Corning Glass attributed in good part to TV tube blanks. For year ended Oct. 9, sales were $70,091,514 vs. $64,989,541 for preceding year. Net income was $5,617,900 ($2.01 per common share after preferred requirements) vs. $2,795,841 (93¢). For final 16 weeks of fiscal year (when TV sales really became brisk), Corning's net sales were $19,182,756 vs. $18,596,862 for same period last year; profit after all charges was $2,466,335 (55¢) vs. $975,675 (15¢).

Call for proxies at Admiral stockholders meeting, set for Nov. 9 in corporation's Chicago offices, discloses president Ross D. Siragusa and family hold approximately 40% of its 1,000,000 outstanding shares. Stockholders will vote on proposal to issue 2 shares for one (Vol. 5:42).

Noblitt-Sparks, whose Arvin Division makes TVs and radios, reports net profit of $1,691,634 ($2.85 per share) for 9 months ended Oct. 2, compared with $1,675,793 ($2.82) for same period last year. Third quarter accounted for $734,653 ($1.24) vs. $605,962 ($1.02).

TV pickups of United Nations (Vol. 5:44) will be done by Paramount cameras and crew. Movie company says it will feed UN General Assembly sessions to CBS-TV network daily while meetings take place (Ford sponsoring), will also beam pickups to Paramount Theatre in New York where they will be film-recorded, edited, selected highlights projected on large screen for theater audience. During non-broadcast hours, cameras will continue pickups, feeding to receivers in lounges for viewing.

FCC action putting 11 network-owned AM stations on temporary license until March 1 is only an expedient until Commission clears up question (1) whether representation of some affiliates by network spot sales departments is contrary to chain regulations and public interest, as charged by National Assn. of Radio Spot Representatives at hearings last November (Vol. 4:49) and January (Vol. 5:3), and (2) whether ABC and NBC have attempted to pressure affiliates into granting them more than optioned time, subject also of not-yet-decided Don Lee hearing of January 1947.

New baseball rules ease long-standing broadcasters' gripes over broadcast-telecast restrictions, are so liberal that Justice Dept. last week called off anti-trust probe. New rules virtually free each team to make own terms with broadcasters or telecasters without subjecting them to veto by any other teams. NAB is supplying members text of amendments.

Hooper gives TV 19.07% of total broadcast audience in 13 TV cities, 6-10 p.m. during August-September—in other words, approximately one out of 5. By cities, he rates TV share of audience thus: Baltimore 33.4%, New York 31.9, Philadelphia 31.1, Washington 26.2, Los Angeles 25.7, Chicago 24.6, Toledo 23.1, Detroit 19, Boston 18, Milwaukee 16.2, Cleveland 13.3, St. Louis 11.8, Cincinnati 11.2.

State Dept. called in industry and govt. representatives Friday for preliminary meeting to discuss: (1) demonstrations and meetings for benefit of international TV committee (CCIR) due in U. S. in spring; (2) request by Uruguay for assistance in setting up TV system; (3) better acquainting other American countries with TV.

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something it is not ready to do. Talk of color, at this stage of development, is fooling the public."

Whereupon Comr. Hennock remarked on Commission's duty, and acting chairman Walker interrupted to quote that section of the Communications Act requiring FCC to promote wider use of radio.

Rest of week, preceding Dr. DuMont, was taken up by his research chief T. T. Goldsmith, continuing last week's technical dissection of proposed color systems (Vol. 5:44) and laying groundwork for Dr. DuMont's conclusions.

Dr. Goldsmith underwent sharp questioning by Comrs. Jones, Hennock and Walker, wanting to know why he criticized color systems but had none of own to offer. He countered by relating work on "trichromoscope," a direct-view 3-color tube (about same as Dr. Geer's), and started to tell of work with Polaroid Corp., storage tubes and other developments. But his counsel William Roberts stopped him to avoid "disclosure of company secrets."

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Comr. Sterling, who regards field-testing of prime importance, brought up 2 unexpected subjects. He believes consultant Raymond Wilmotte's proposal of FM for video transmission (Vol. 5:3,5,11,14) should be probed for effect on color. Also Air King's proposal for transmission of 2 signals by uhf stations to allow easy conversion of vhf sets (Vol. 5:36). It's likely both will be asked to testify.

Hearing next week currently shapes up thus: Starting Tuesday, completion of DuMont testimony; then Dr. Lee DeForest and U. A. Sanabria; then Dr. Goldsmith back on for TV subcommittee 4 (field tests) of RMA; and possibly Wilmotte and Air King.

FCC has called on AT&T and Western Union to describe their network expansion plans, particularly important inasmuch as RCA color system requires 4-mc bandwidth compared with coaxial's present 2.7 mc. They'll probably testify in February.

* * * *

Chairman Coy undertook to unsnarl tangled comparative demonstration plans (Vol. 5:44), came up with following schedule:

It will begin on Monday, Nov. 21, rather than Nov. 14, will probably occupy 2 days. Earlier in week, RCA said it wouldn't be able to accommodate any cameras besides own at WNBW studios; this would have made comparison inadequate.

Now, CBS and DuMont will each have a camera in Wardman Park studios. Receivers will be in Temporary Bldg. E. But RCA will have only 2 sets available, both direct-view. Subcommittee is now setting up program material.

Big comparative showdown, when CTI joins in and RCA has more equipment for better comparison, will come later than originally scheduled Feb. 8. CBS has prior commitment on equipment for medical demonstration Feb. 8.

TV STARTING IN SAN ANTONIO & UTICA: Besides those whose status was reported last few weeks (Vol. 5:43-44), forthcoming new TV markets now absorbing substantial shipments of receivers are San Antonio, Tex. and Utica, N.Y. Former's WOAI-TV began tests on Channel 4 this week, goes on regular schedule Dec. 11, is getting tremendous advance buildup. Utica's WKTV on Channel 13 starts testing Nov. 15, opens formally Dec. 1, by which time it's hoped AT&T microwave relay from Albany will be ready to bring in network service. Relay extends from Albany to Rotterdam to Cherry Valley to Bell Hill (just outside Utica) and then to Syracuse.

Situated only 37 miles from Syracuse, Utica's WKTV expects to throw signal into that one-station area. It will operate daily, 5-10:30 p.m., taking basic NBC service plus CBS. Base rate will be $150. Michael Fusco is manager for Kallett theater chain, owners also of 46 upstate theaters and AM station WKAL, Rome, N.Y. WKTV will operate entirely separately from its AM sister and in plant of own.

Nov. 15 commercial starters are San Francisco Chronicle's KRON-TV and Huntington (W.Va.) Advertiser's WSAZ-TV, and on Nov. 17 KOTV, Tulsa, begins scheduled programming. [For full data about all the foregoing stations, including rate cards of all save WOAI-TV, see TV Directory No. 9.] This week, Cleveland's WXEL put test pattern on air, labeled "good" by Cleveland Press; it goes commercial Dec. 17.

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"The Washington TV road-block"—the color hearing—brings to mind of one observer an interesting historical parallel: "Suppose," said he, "the Empire Builders of a century ago were ordered by Washington to stop pushing the Southern Pacific or Great Northern westward after they had blasted their way through mountains but had laid only a few hundred miles of track? Stopped them because someone thought the distance between rails wasn't quite right? Or someone had a pre-vision that Henry Ford or Orville Wright would someday come forward with new and different methods of transportation? How long would the winning of the West have been delayed?"

With Zenith committed to compatibility (Vol. 5:43), its v.p. H. C. Bonfig cut loose against CBS color in Kansas City Nov. 1: "Nobody is happy about color TV... There is no color system the public and the industry could live with. But if we had such a system, the time before it could go into general service would extend for months and years . . . I do not believe that color TV will go back to the revolving color discs of yesteryear." He revealed that the 22 color sets Zenith made for CBS cost $1700 each, but said CBS was charged only $1000. CBS president Frank Stanton retorted that CBS is ready now, that cost of handmade models is misleading, "that if the FCC authorizes CBS color, manufacturers will find that the problems which they are now conjuring up will disappear in their eagerness to give the public this superior service."

Motion picture industry's interest in color TV has been more or less overlooked in current color TV proceedings. At recent Theatre Owners of America convention in Los Angeles, this resolution was adopted: "That TOA endorse and stimulate the application of more time and energy by TV equipment manufacturers and inventors to develop a practical color theatre TV system as soon as possible." This represents thinking of many in movie industry that color TV will come first via large-screen theater TV.

DuMont offered to buy Dr. Geer's patents on direct-view color tube (Vol. 5:42), research chief Dr. Goldsmith revealed this week. Though Geer turned it down, offer still stands, he said. Dr. Goldsmith also reported that job of making tiny pyramids on tube face is about solved, but that circuits to keep picture registered are a "staggering" problem.

AM construction continues apace, as evidenced by our weekly AM Addenda reports. RCA says it shipped 53 AM transmitters first 9 months of this year, compared with 43 shipped during all 1948. Of the 53, 23 were 250-w; 17, 1-kw; 7, 5-kw; 5, 10-kw; one, 50-kw. Note: As of Nov. 1, there were 2027 AM stations licensed, 118 CPs outstanding, 333 applications for new stations pending, 254 applications for changes in existing AM facilities on file. (See AM Addenda 3QQ).

FCC interconnection ban decision (Vol. 5:37) is scheduled for oral argument Nov. 28. Commission's initial decision forbade AT&T to prohibit linking of its circuits with privately-owned intercity relays.

In addition to gag about FCC "blowing its top," when referring to explosions and fire that hit FCC Nov. 1, wags are saying Commission decided to test Tommy Goldsmith's big color wheel (Vol. 5:44) and it not only blew a fuse but this time blew the whole transformer, etc.

"Over $3,000,000" is 1949 TV loss figure for ABC-TV, which chairman Ed Noble quotes to friends. Curtailed operations (Vol. 5:44) are being accompanied by personnel cuts, and executive v.p. Robert Kintner has launched plans to attract smaller-budget advertisers to radio and TV—fewer shots on smaller networks, if desired.

FCC's original docket and license files were undamaged after explosion and fire in 8th floor quarters Nov. 1. Checkup revealed papers blown out-of-doors were mostly recent docket correspondence, much of it recovered. Only real damage was to files containing extra copies of this correspondence. Injured most seriously was Walter Davis, records division chief, who suffered fractured cheekbone when transformer exploded across corridor from his office. Besides damage to 8th floor corridor, water caused ceiling of 7th floor offices (occupied by legal staff) to buckle and crack.

Gross up, net down, is CBS fiscal story once again—increased volume being attributable largely to improved record business, decreased profit to TV expenses. For 9 months ending Oct. 1, CBS reports gross income of $74,607,071 vs. $70,904,806 for same period of last year—indicating good probability it will equal or exceed entire 1948 gross of $98,377,258 (Vol. 5:14). Net for 9-mo. period was $2,003,812 ($1.17 per share) vs. $3,010,466 ($1.75) for same 1948 period. CBS's net income for all 1948 was $5,041,700 ($2.92).

Personal notes: Paul Porter, ex-FCC chairman, now Washington attorney, has resigned as American member of Palestine Conciliation Commission, effective Nov. 30 . . . **RCA chairman David Sarnoff** awarded Peter Cooper Medal for Advancement of Science and Art at Cooper Union's 90th anniversary Nov. 2 . . . **E. P. H. (Jimmy) James**, ex-MBS v.p., joins Steuben Division of Corning Glass Works as advertising-promotion director, headquarters in New York . . . **Z. C. Barnes**, ex-sales v.p. of MBS, new partner in Calkins & Holden ad agency . . . **Carroll N. Marts** takes charge of MBS Chicago office, v.p. **Ade Hult** having been moved to New York in charge of sales . . . **Robert W. Buckley** quits as sales mgr. of Benton & Bowles radio-TV dept. to rejoin Ludlow Typograph Co., Chicago, as asst. to sales mgr. . . . **Bruce W. Dennis** acting program director of WGN, Chicago, succeeding Walter J. Preston, resigned . . . **Robert Mayo** new sales chief of WOR and WOR-TV . . . **Herminio Traviesas**, CBS-TV, named chairman of commercial operations committee of TBA, now preparing standard rate card form.

Network TV programs and sponsorships: Thanksgiving Day TV (Nov. 24) special features include Army-Navy game on NBC-TV, **Gillette** sponsoring, with AM version also on MBS; **Elgin-American** annual show on NBC-TV, 8:30-10 p.m., featuring Milton Berle, George Jessel, Ritz Brothers, et al; **Longines-Wittnauer Watch Co.** simulcast on CBS, 5-6 p.m., featuring *Symphonette* and *Choraliers* . . . **Philip Morris** replacing *Ruthie on the Telephone* on CBS-TV starting Nov. 7, using comedian Herb Shriner instead in 7:55-8 p.m. spot daily except Wed. and Sat. . . . ABC-TV will provide affiliates with prints of 26-week *Crusade in Europe* series starting second week in January, re-edited to allow for local sponsorships . . . CBS signs Al Jolson to exclusive radio-TV contract for 3 years; he will limit himself to guest appearances at first.

United Fruit Co. will sponsor Nov. 8 election returns on New York's WCBS-TV. Among other new sponsorships reported: **John David Stores**, Fri. 8-8:15 portion of *Holiday Hints* on WJZ-TV, New York, 8:15-8:30 period being sponsored by participants Castro Decorators, Ritz Thrift Shop, L. & M. Co., Pearl Wick Corp. (laundry hampers) . . . **W. T. Grant Co.** sponsoring *What's New at Grant's* on WHEN, Syracuse, Fri. 8:45-9 . . . Blatz Beer has Sarra Inc. preparing new series of 8 film spots with Brian Donlevy and Victor McLaglen.

GE has new electronic viewfinder for its TV cameras, claims it has brighter image, minimum of distortion.

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MARTIN CODEL'S
AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING ARTS AND INDUSTRY

Television Digest

WITH AM/FM REPORTS

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September 10, 1949

AT&T MUST INTERCONNECT, SAYS FCC: It was a sort of half-loaf victory telecasters won when FCC labeled as "unjust, unreasonable and unlawful" AT&T's ban on interconnecting with privately-owned intercity facilities (Vol. 4:49, 5:3). Sept. 7 decision, effective Sept. 27 unless objections are filed, prohibits AT&T from refusing to link up with other systems even though it has own facilities available. There are 8 such intercity setups now, all microwave, installed either for economy or because Bell coaxial-microwaves were not available.

FCC thus says these may plug into AT&T circuits. But joker lies in fact FCC granted authority for such links last year only on a temporary basis (Vol. 4:8). Nevertheless, those who went to hearing (DuMont, Philco, TBA) think it's better than nothing -- though it still doesn't provide the unlimited clearance Philco wanted in order to sell equipment for more private intercity microwave setups. GE also is in that field. FCC looks sympathetically on their efforts, but insists the owners must agree to operate on common carrier basis. TVers hope to establish permanent rights in use of TV auxiliary frequencies for intercity networking when and if hearing is held on regularization of those services; comments on FCC proposals are due Oct. 3.

Question whether AT&T must interconnect with other common carriers -- Western Union is only other offering TV links (Vol. 5:34) -- was left open for future decisions in particular cases. Rate aspect of hearing will be continued after interconnection decision becomes final. These are the presently operating private intercity systems: Philco, New York-Philadelphia; DuMont, New York-New Haven; WHAM-TV, Rochester-Buffalo; WBKB, Chicago-South Bend; WLAV-TV, Grand Rapids-Chicago; RCA, Philadelphia-Washington; Crosley, Cincinnati-Dayton-Columbus; GE, New York-Schenectady.

COLOR AND FREEZE CLIMAX APPROACHING: Though RCA tells FCC just how its new color TV system works and described a 3-kinescope receiver, in technical brief submitted this week, we have a persistent hunch that RCA: (1) Will claim that 3-tube converter can be made considerably cheaper than speculated $300-$500, and/or (2) Will show a direct view set, likewise cheaper.

Reason everyone is so preoccupied with the nature and cost of receivers is that they'll be a principal point of argument during hearing, inasmuch as probable cost of CBS's converter is rather well-known. CBS president Frank Stanton has mentioned $75, and this week Tele-tone president S. W. Gross said "under $100," adding that converter to get black-and-white from CBS's color would run about $20.

We won't attempt to relay RCA's complex technical description (available from RCA in 19-p. booklet) except to say that results are achieved by combining several fairly well-known band-saving techniques -- multiplex, inter-dot and mixed-[illegible]. TV engineers, by and large, seem to have little doubt RCA can substantiate performance claims. Receiver costs remain the crux. North American Philips' v.p. Chatten believes that his Protelgram projection unit is well-suited as start-point for 3-tube color set.

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Princeton Thursday, began shipping equipment to Washington shortly afterward in preparation for demonstrations during Sept. 26 hearing.

CBS also filed technical description with FCC, included description of approaches to all-electronic receivers. Crosley joined the manufacturers making sets for CBS's demonstrations, will produce monochrome sets adaptable for color. Others are Air King, Astatic, Birtman Electric Co., Tele-tone.

DuMont made specific its request for thorough-going tests of color systems (Vol. 5:36), asking FCC: (1) That DuMont be permitted to place 12 monochrome sets near color receivers, for comparison during tests. (2) That color proponents, along with DuMont, show a baseball game. (3) That DuMont be allowed to televise, simultaneously in monochrome, whatever material color people do.

FCC's color quest is over, if inventor Leon Rubenstein, 1608 First Ave., New York, substantiates claims filed with Commission in late appearance this week. In statement submitted through Washington attorney George Elpern, he asserts he has developed simple screens, for camera and receiver, which turn images into full color at cost of $50-$100 per camera and $5-$25 per receiver. Nothing else need be done. The screens, he says, are etched into a myriad of tiny lenses, break pictures into colors. Engineers have trouble following him from there. He says he'll test soon.

* * * *

On the broad TV freeze front, FCC (a) denied FCC Bar Assn's request for prehearing oral argument on legality of allocation plan, said argument would be permitted at later date, (b) extended, from Sept. 12 to Sept. 26, date by which hearing participants must file opposition to comments proposing specific channel changes (Supps. No. 67 & 67A). But date remains Sept. 12 for opposition to general comments.

FCC will get good look at offset carrier method of co-channel interference reduction (Vol. 5:16 et seq) when members and staff travel to Princeton Sept. 14 to see Philadelphia's WFIL-TV use it on Channel 6 with WNHC-TV, New Haven.

3 START, 2 DROP, KANSAS CITY READY: Three more stations go on schedule next week, bring total on air to 81. They're WJAC-TV, Johnstown, Pa., Channel 13, starts Thursday, Sept. 15; KECA-TV, Los Angeles, Channel 7, Sept. 16; KBTV, Dallas, Channel 8, Sept. 17. Week after, on Sept. 22, WFMY-TV, Greensboro, N.C., gets going on Channel 2. And date for Columbus' new WTVN is still Sept. 29 if tests starting next week prove this feasible.

This week, 2 CPs were turned in, leaving only 32 CPs outstanding -- the only ones free to build, and at least a half dozen of these cited for delays or otherwise held up. WMBT, Peoria, Ill., quit after holding CP more than year -- said TV was too costly. KRTV, Minneapolis, granted to Cowles publishing interests in March, 1948 had to be withdrawn because FCC insisted on divestment by a minority newspaper stockholder (who also happens to own half of WTCN and WTCN-TV) of its "interlocking ownership" (Vol. 5:27). Stockholder won't sell, and irony is that well-heeled Cowles company really wants to give Twin Cities another station.

No new applications this week. CP holder KEYL, San Antonio, cited for delay (Vol. 5:27) got extension of CP to next Jan. 7 on promise it will get on air by that time. Among other upcoming new stations, WOR-TV, New York, now is set to start commercial operation with first day of World Series, expected to start around Oct. 5; New York's seventh station got FCC authority to start commercially anytime after Oct. 4. WOC-TV, Davenport, Ia., now reports it may get test pattern on air Oct. 1, go commercial within month thereafter. And now-building WXEL, Cleveland, reports it won't go commercial until sometime in December.

* * * *

For all practical purposes, you can also put down Kansas City as an "open TV market" as of next week, for on Sept. 11 the Star's WDAF-TV begins test patterns on Channel 4. Nation's 17th ranking sales market is really getting heavy TV promotion, with big exposition in Municipal Auditorium Sept. 11-13. WDAF-TV goes on program schedule Oct. 16.

Thus only 2 markets among top 25 remain unserved by TV. They're Hartford-

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New Britain, ranking 20th (with little prospect of getting station for at least year after freeze ends), and Portland, Ore., ranking 22nd (its sole CP has been set for hearing for undue delays, so early prospect there looms dim).

Among next 25 markets, these are still without TV outlets: Denver, ranking 26th; Scranton-Wilkes-Barre, 30th; Springfield-Holyoke, 32nd; Akron, 35th; Youngstown, 36th; Worcester, 41st; Allentown-Bethlehem-Easton, 43rd; Lowell-Haverhill-Lawrence, 45th; Norfolk-Portsmouth-Newport News, 47th; San Antonio, 50th. Only Norfolk and San Antonio among these have CPs. Norfolk's WTAR-TV is scheduled for spring of 1950, San Antonio's WOAI-TV for sometime in November or December.

RADIO STILL THE BREADWINNER—NBC: Less than half NBC's 166 AM affiliates in U.S. are in TV (29 as operators, 9 holding CPs, 37 as applicants) -- yet hardly a voice was raised against NBC's "two-way" role during its White Sulphur Springs convention this week. Someone did get up, at Thursday's session, to object rather vaguely to "using AM to promote TV," but his voice was small, wasn't echoed.

Perhaps recalling how certain newspaper interests shouted dire calamity when radio went commercial in the late '20s, NBC's affiliates aren't taking to the hustings to kill off this "threat." Like the more far-sighted newspapers, their attitude seems to the logical: "If you can't lick 'em, join 'em."

A powerful shot of economic optimism led off NBC president Niles Trammell's keynote speech. "There never was any basis for fear that American business was facing collapse," he said. And he added, "We were shaken by the easy prophecies that radio was all washed up -- even before television itself was profitable."

Then he launched into his main theme: Sure, TV is coming along ("taking the country by storm") but AM remains the basic medium. "Radio is universal...Years will pass before TV will have half as much coverage...Radio is economical...Since 1939 NBC network's cost per thousand listeners has decreased 23%...Radio is getting bigger all the time. In the past 3 years over 5,000,000 families have been added to the radio population."

Since AM is still radio's bread-and-butter (and NBC's slice of AM income's $400,000,000 is close to 25%), it was quite understandable that convention should have applauded Trammell's words.

Regarding NBC reorganization talk (Vol. 5:28), Trammell told affiliates present thinking was to separate AM and TV operations completely, only top management covering both.

NBC-TV affiliates would number 46 (26 interconnected) by year's end, reported Trammell. NBC-TV has 19½ hours sold to 28 advertisers (compared with 8¾ to 18 sponsors year ago), he said, twice as much as CBS-TV and 5 times ABC or DuMont.

Peak TV loss year was 1948 and red ink is now fading, announced executive v.p. Charles Denny. But he didn't predict break-even date. Television v.p. Pat Weaver outlined shows in the works: 3-hour program Saturday night, a Monday through Friday 11-midnight show and a Monday through Friday animated comic strip -- all to be sold on a participating basis.

RESEARCHERS DISSECT THE TV SET OWNER: Here's what that much-studied man -- the TV set owner -- currently looks like under microscopes of following researchers:

1. CBS-Rutgers University: Three Rutgers sociologists took audience apart by educational levels (grammar, high school, college) and by length of set-ownership (either under or over 6 months). John W. Riley, Frank V. Cantwell and Katherine F. Wattiger, writing in summer edition of Princeton's Public Opinion Quarterly, reported on results of interviews done in July-August, 1948, among 278 TV homes and 278 non-TV, in an eastern town of 35,000.

They found TV's impact sharpest on lowest level, but novelty seemed to wear off faster than with better-educated groups. For example, 80% of under-6-months grammar school group watched evening TV, compared with 53% of over-6-months. For high school graduates, figures were 78% and 74%, respectively; college folk ran 74%

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Television Digest WITH AM-FM REPORTS

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Trade Report
September 3, 1949

COLOR TV ISN'T UPSETTING THE TRADE: Those you'd expect to be most worried about "color threat" to the TV market, the set manufacturers, seem to be least worried. After first blush of RCA's surprise announcement wore off, the manufacturing tycoons continued to report no visible effect on buying as yet. Nor are their distributors and dealers complaining, they say. Prices are so attractive, now that they've virtually settled down, that even if some customers hesitate because they've been led to think color will come overnight, there's still plenty of market.

Retailing Daily, surveying merchandisers around the country, reported that TV dealers "do not expect their fall buying and merchandising plans to be disturbed" and are "generally of the belief that it will take a long time for color TV receivers to become available even if RCA's system proves workable." Also, that RCA's announcement "knocks out the bugaboo of obsolescence and therefore should make the public more receptive to buying sets now than they have been in some time."

We've interviewed many more key industry figures since last week's reports (Vol. 5:35) on RCA's system and trade reactions. What might be called the "philosophical long view" seems to prevail -- with very few recriminations against RCA and general feeling that it's a good thing to have color issue settled once and for all.

Consensus of leaders we've contacted is that burden is on TV salesmen now to persuade prospects that (a) today's TV sets are excellent buys, and prices not likely to go into same tailspin as last season's models; (b) they're missing fine programs, especially sports, if they don't buy now. Also, to explain that color, when ready, will simply be something to add -- at a price, whether built-in or converter.

Foregoing sums up Motorola president Paul Galvin's view; definitely a non-worrier, he said his company is going at top speed. Emerson's Ben Abrams stressed the extra-cost factor, guessed that color was still 4 years away; that converters would cost $300-$500, complete color-monochrome receivers would cost about $1,000.

Philco's attitude is reflected in bulletin one of its biggest distributors sent to its dealers, reading: "Today's lab [color] models built for experimental tests are hardly next month's consumer production for you to sell. The complete system must yet be (a) demonstrated and accepted by FCC, (b) designed into transmitters and receivers, and into converters and adapters for existing equipment, and (c) placed on the market."

Also noted was fact production of programs in color is highly complex and expensive, like Technicolor in the movies. Hence monochrome will be basic for many years to come. Most stations, like movies, will put on color only occasionally.

"Let's not get an inferiority complex over color," said one top executive. "We're doing a good job in black and white, and people will continue to patronize it as they do the movies. Even the movies are a long way from all-Technicolor."

Fortunately, the word "obsolescence" hasn't been muttered in months. But we have a bit of news for those timid souls who use color talk to justify failure to buy one of today's excellent sets: Harry R. Lubcke, director of TV research for Don Lee, and one of TV's true pioneers, has just begun fulltime work on stereoscopic color TV. "Don't buy a color receiver, folks, tri-dimensional TV is in the works."

CAPEHART 'POLANTENNA' & 'POLATRON': Revitalized Capehart-Farnsworth Corp., now owned by giant IT&T, newly manned at top levels, is also making strong bid for share of the TV market. This week its distributors, meeting in New York, were shown 7 new models -- all with antenna called Polantenna, built into top of cabinet with tuning knob in rear, for which Hazeltine-certified claim was made that it will operate in 86% of metropolitan and 50% of fringe area.

Capehart's new Polatron picture tube (Vol. 5:34) was also offered, optional

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July 23, 1949

TABLE OF CITIES ON EACH VHF CHANNEL: Lacking in FCC's proposed new allocation tables, which we printed along with proposed rules and standards last week and sent to full-service subscribers as Supplement No. 64, was a breakdown of the allocations by channels -- showing precisely what cities get each of the 12 vhf channels. We were asked to supply that lack, and so have printed Supplement No. 65 (Proposed VHF Allocation by Channels) derived from FCC's state-by-state tabulation for U.S., Canada, Mexico, Cuba. This should be useful for quickly ascertaining co-channel and adjacent channel spacings. And channels already occupied are so indicated. As we did with Supplement No. 64, we're making extra copies of No. 65 available at $2.

Note: We didn't break down uhf allocations because uhf is still in "paper" stage (no commercial stations yet on air or authorized) and initial demand will inevitably be mainly for vhf. Uhf breakdowns will be supplied later, when needed. Also, FCC says there are a few errors in its vhf tables; when it reports these, probably next week, we'll issue an errata sheet so you can correct Supps. 64 & 65.

WORRIES IN WAKE OF THE TV PROPOSAL: Dilemma facing critics of FCC's big TV proposals (Vol. 5:29) is more evident than ever: How to end freeze quickly but correctly? The objectors, most of them engineers and lawyers desiring to protect their clients, feel they must have more time to study effects of proposal -- and some are already asking for extensions of time to file comments from FCC's Aug. 8 to mid-September. Relief is FCC will allow more time if it gets plenty of requests.

In regard to delay in ending freeze, there's concern lest disgruntled applicants or left-in-the-cold communities haul FCC to court on proposal, tie it up for couple years. Some even see possibility of such a move from certain interests who would just as soon try to stymie TV that way. But FCC lawyers don't seem worried, feel they could lick that trick in short order.

Further troubling consultants and counsel is diversity of their clients' feelings about proposal: "haves" vs. "have nots." For example, here's quote from one nicely-situated TV station operator who said with a chuckle, "This is the best Commission we've ever had."

Although they may want more time, networks and TBA aren't asking for it, since they've continuously urged quick end to freeze and don't want to be charged with delaying it now. Actually, there seemed to be very little disposition on part of networks to attack plan -- and none on part of receiver manufacturers.

Engineers and attorneys may try to present united front to FCC. There's talk of proposing that objectives of allocation should be to provide, as minimum service, Grade A coverage (as defined in FCC proposal) to principal city of metropolitan district and Grade B coverage to 90% of area within metropolitan district.

"Rigidity" of FCC's proposed rules and allocation plan (for full text, see Supplement No. 64) isn't as severe as some fear, say people at Commission. After all, they point out, it isn't expected to stand forever. In fact, 1950 Census, available in a few years, will probably bring changes. The applicants' answer to it is: "Yeah, and by then there won't be any worthwhile channels left to change."

FCC is acting fast to lay more groundwork for hearing. This week it asked operators of experimental TV stations (see TV Directory No. 8, page 65) to file

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statements by Aug. 15, telling everything they've done and learned about anything in TV. Then it wrote AT&T and Western Union, asking them to tell, by Aug. 15, exactly what they're doing and planning to do about providing adequate intercity and intracity hookup facilities for existing and prospective stations -- vhf or uhf, monochrome or color. FCC also wants to know why full 4.5 mc bandwidth for picture (it's about 2.7 mc now) isn't available on networks and when it will be.

NOT MANY MORE NEW TV STATIONS ON TAP: As things stand now, what with FCC's upcoming "anti-freeze" hearings (see p. 1), it's safe bet that until about end of 1950 the only new TV stations than can go on the air must come from the 40-odd pre-freeze CP holders still on the books (see TV Directory No. 8 and Addenda). Actually, as of July 26 debut of Cincinnati's WCPO-TV as nation's 75th station, the number is just 40 -- for Jacksonville's WPDQ-TV pulled out this week (decided it couldn't afford TV yet) and it seems highly unlikely Minneapolis Star & Tribune's KRTV can get clearance from its involved interlock situation (Vol. 5:27). Then, too, there are a few other CP holders, cited as laggards, who may never make grade.

Good guess is that this year's total will fall short of 100, that all next year won't add more than dozen or so. Even assuming FCC hastens its allocation plans, these factors can't be blinked: (a) Vhf will be first quarry, and most big-city applicants will be forced to competitive hearings while few small-towners will hurry to build even if granted. (b) Uhf is still merely a "paper deal" and those who have plumped hardest for them will probably be slowest to apply and push construction, even when equipment becomes available. (c) Court actions could conceivably delay whole vhf-uhf allocation, to say nothing of individual grants.

This week, FCC received 2 vhf applications -- for Channel No. 9 from new group in Moline, Ill. (set down for No. 4 & 5 in proposed new allocations); and for No. 6 in Oelwein, Iowa, pop. 7,800 (not even listed in new allocations). These, of course, are merely pro forma, for FCC has asked no applications be submitted yet (Vol. 5:29). [For details about these applications, see TV Addenda 8-C herewith.] It's understood, too, that Providence Journal, FM operator, is readying a TV application, though that city's sole vhf channel is already occupied.

FCC approved $375,000 sale of KRSC-TV, Seattle, with FM, to KING (Vol. 5:20, 23). And set for Sept. 8 hearing in Washington extension of CP of WSEE, St. Petersburg, cited as laggard.

UHF EQUIPMENT STILL ONLY BLUEPRINTS: Tempo of uhf research is bound to be stepped up, now that FCC has proposed specific allocations to cities. It won't get really hot, however, until applicants are willing to put cash on the barrelhead for transmitters. And that's not likely until applicants know that uhf will do job of coverage and vhf is definitely unavailable to them.

Meanwhile, RCA-NBC hope to get their Bridgeport, Conn., uhf "guinea pig" station (Vol. 5:7,8,13,18) going by mid-November, and RCA Camden says it will be able to duplicate its 1 kw (approx.) transmitter at that time for any buyer. In reply to request from potential uhf customer, RCA reported progress on 5-10 kw uhf tube, but said it will be 2-3 years before it's perfected and put into properly-designed transmitter.

RCA-NBC fear test of uhf coverage in Bridgeport won't be as conclusive as desired, since New York's vhf signals can be picked up there, albeit with difficulty. They'd prefer a town with no TV signals within reach, but expense of getting programs to such a place is considered prohibitive.

As for others working on uhf transmitters: DuMont is still putting out only about 60 watts from its New York test station, hopes shortly to increase it to 1 kw; CBS still has its old color transmitter, with no power changes as far as we know; Eitel-McCullough, Machlett and Collins are working away on tubes (Vol. 5:8,15,16), but have reported nothing new lately; GE has 5 kw tube program underway, but offers no prediction as to when it will mature.

Uhf receivers, which offer much smaller problem, can be found in various stages of development in labs of nearly all major set manufacturers (Vol. 5:13,18).

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COLOR TV TAKES TO AIR—6 mc, VHF: Two new color TV tests are in the works preparatory to Aug. 29 hearing on FCC's overall TV proposals of July 11 (Vol. 5:29 & Supp. No. 64). First, and presumably prodded by criticisms from Senators, CBS will take to air with experimental 6-mc color transmissions from its vhf station WCBS-TV, New York (Channel 2), for 30 days beginning Monday, July 25, and operating under STA when regular black-and-white programming is off air. Experiments will also cover compatibility of system with present monochrome receivers.

Second, and surprisingly, Baltimore Sunpapers' WMAR-TV, whose chief is ex-Comr. E. K. Jett, will do same sort of experiment Aug. 17-19. Latter's demonstration will have these additional flourishes: Programs will be originated 10 a.m.-2 p.m. daily from Johns Hopkins U, microwaved to station, pumped out on Channel 2, picked up at Washington's National Guard Armory, and rebroadcast by Washington's WMAL-TV.

Purpose of both tests is to gather data for hearing, as CBS said it would. Additionally, WMAR-TV is prepping for mid-winter American Medical Assn convention in Washington Dec. 6-8, and using Smith, Kline & French equipment employed at Atlantic City (Vol. 5:8,22-25); CBS's Peter Goldmark will supervise work of both stations.

There's no new word on color out of RCA, which some time back intended (then dropped plan) to move its experimental color transmitter to Washington for demonstration in FCC's back yard. As yet, it has formulated no plans for demonstrations.

Speculation continues as to CBS's attitude towards color. However, there's no change. Though convinced as much as ever that its color system is "the best TV in the world," CBS is wholly committed to existing black-and-white system. And it shows no sign of relaxing its monochrome expansion plans, certainly isn't telling its affiliates (as it once did) to eschew present system.

Speculation also continues as to what FCC really thinks of 6-mc color and what are chances of getting what FCC specifies in way of compatibility with present TV (Vol. 5:22,24). Comr. Jones' convictions in favor of 6 mc are well known, but here's feeling of at least one other commissioner: "Color has to be 6 mc. Only an expert can tell the difference between it and 8 or 10 mc. A greater bandwidth is just too expensive spectrum-wise and in cost of networking. With a greater bandwidth, many cities would never see network color."

Now that Bureau of Standards has announced its color TV study program (Vol. 5:29), Sen. Johnson has released his letter requesting the study. He told Bureau director Condon he wants to determine if and/or why FCC has held up color, asserted: "It is not necessary that the art be fully developed for minimum standards to be outlined." RMA's color committee meets July 29, overall TV committee Aug. 2.

VALIANT IS THE WORD FOR THIS ONE: This is the most unusual new-station starting plan yet: When Scripps-Howard's WCPO-TV, Cincinnati, goes on schedule next Tuesday (July 30) it will sign on at 12 noon and operate until 11 p.m. every day in week! Not mere test patterns or still pictures, mind you, but with full-blown programs. How come? we asked manager Mortimer Watters, for this hasn't ever been done before and Cincinnati's other 2 stations seldom telecast before 3 p.m. Essence of his reply:

WCPO-TV, like its AM adjunct, will specialize in disc jockey programs, will put jockeys Paul Dixon, Malcolm Richards, Art Jarrett on for at least 4 hours of the 11-hour-per-day schedule. They'll play requests, have pretty girl assistants, visiting artists, guessing games, caricaturists doing "concepts" of those who phone in requests, etc. Rehearsals thus far have indicated show can be made lots of fun; test telecasts July 21 elicited 1,000 responses, some from as far away as Vincennes, Ind. and Huntington, W.Va. Participations or blocks of time will be sold.

"Maybe we're crazy," quoth veteran radioman Watters, "but maybe what TV needs is more fools who plunge where angels fear to tread." Certainly, he continued, it can't be self-sustaining, let alone profitable, if operated only a few hours a day — and he intends to turn corner by next year. Rest of schedule? Usual material available, including ABC-DuMont kine-recordings, and, consuming as much time as the disc jockeys, all games of Cincinnati Reds (Burger Beer sponsoring). WCPO-TV will pick up all home games (WLWT 11 of them jointly) but will also carry out-of-town games fully via an animated playing field scoreboard, Waite Hoyt simulcasting.

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Count of TV Sets-in-Use by Cities

TV sets-in-use as of July 1 rose to 2,010,000 in 46 areas, up 152,000 from June 1 (Vol. 5:26), according to NBC Research's monthly "census" report estimating families and sets within 40-mi. service areas (.5 Mv):

Interconnected Cities

Area	No. Stations	No. Families	No. Sets
Baltimore	3	732,000	66,800
Boston	2	1,175,000	105,000
Buffalo	1	323,000	25,200
Chicago	4	1,438,000	163,000
Cleveland	2	695,000	64,500
Detroit	3	839,000	72,000
Erie	1	112,000	5,100
Lancaster	1	85,000	9,600
Milwaukee	1	327,000	28,400
New Haven	1	557,000	34,300
New York	6	3,597,000	685,000
Philadelphia	3	1,184,000	190,000
Pittsburgh	1	742,000	22,000
Rochester	1	208,000	3,400
Richmond	1	130,000	13,100
Schenectady	1	258,000	27,500
St. Louis	1	474,000	35,000
Toledo	1	241,000	18,000
Washington	4	691,000	51,000
Wilmington	1	183,000	8,500
Total Interconnected	39	13,991,000	1,627,400

Non-Interconnected Cities

Albuquerque	1	22,000	1,000
Atlanta	2	233,000	12,500
Birmingham	2	196,000	3,100
Charlotte	1(a)	171,000	1,000
Cincinnati	2	384,000	27,600
Columbus	1	225,000	7,500
Dayton	2	291,000	8,300
Fort Worth-	1	269,000	5,500
Dallas	—(b)	277,000	6,000
Greensboro	1(c)	165,000	100
Houston	1	217,000	6,500
Indianapolis	1	281,000	6,500
Los Angeles	6	1,372,000	150,000
Louisville	1	188,000	8,100
Memphis	1	177,000	6,200
Miami	1	117,000	7,600
Minneapolis-St. Paul	2	333,000	20,300
New Orleans	1	225,000	4,600
Oklahoma City	1	138,000	4,200
Omaha	2(d)	132,000	1,200
Providence	1(e)	1,011,000	11,700
Salt Lake City	2	93,000	5,600
San Diego	1	113,000	4,500
San Francisco	2	825,000	9,500
Seattle	1	307,000	7,500
Syracuse	1	199,000	5,300
Utica	1(f)	127,000	1,200
Others	—	—	49,500
Total Non-Interconnected	39	8,088,000	382,600
Total Interconnected and Non-Interconnected	78	22,079,000	2,010,000

(a) WBTV began operation July 15. (b) Dallas included in coverage of Ft. Worth's WBAP-TV. (c) WFMY-TV due to begin tests in August. (d) WOW-TV and KMTV testing, due to go on schedule Sept. 1. (e) WJAR-TV began operation July 10. (f) WKTV starts in September.

Personal notes: President Truman has appointed **Paul A. Porter**, ex-FCC chairman, now Washington lawyer, to succeed *Louisville Courier-Journal's* Mark Ethridge as U. S. member of the United Nations Palestine Conciliation Commission, meeting in Lausanne, Switzerland . . . **Edwin K. Wheeler**, asst. to Harry Bannister as head of WWJ and WWJ-TV, promoted to business mgr. of Detroit News . . . **Willis E. Phillips** now v.p. and gen. mgr. of Rauland Corp., Zenith tube-making subsidiary . . . NBC producer **Edwin Dunham** takes 6 mo. leave to manage China's first commercial station, in Macao, owned by Macao Ltd., Hong Kong . . . **George Whitney**, ex-partner in Harrington, Whitney & Hurst agency, new Don Lee general sales mgr., **Henry Gerstenkorn** promoted to national adv. mgr. . . . **Albert W. Reibling**, NBC-TV business mgr., resigns Aug. 1 to become business mgr. of Kudner's TV dept., taking with him his asst. **John P. Marsich.**

First NAB appointment since reorganization ordered by board (Vol. 5:29) is Ralph W. Hardy, asst. mgr. of KSL, Salt Lake City, who on Sept. 1 becomes chief of new Audio Division. He's 33, Utah U graduate, onetime Mormon missionary, has been with KSL since 1937, is chairman of NAB's educational standards committee. This week, Royal V. (Doc) Howard tendered his resignation as head of engineering dept., post being taken over by his aide Neal McNaughten, who with Forney Rankin, ex-State Dept., now director of NAB govt relations dept., will represent NAB at NARBA conference in Montreal, Sept. 13. TV Division chief remains to be appointed. Among names advanced are E. P. H. James, ex-MBS v.p.; Philip Merryman, ex-NBC, now consulting engineer; Ralph Austrian, TV consultant; John Koepf, ex-Fort Industry Co. TV director, now public relations director of Cincinnati's Green Line Transit Co.

FCC Comr. Webster back at his desk following Senate confirmation, unanimous, July 20, not much the worse for rough hearing treatment at hands of New Hampshire's evangelical Senator Tobey (Vol. 5:28, 29).

Sidelight on FCC's TV proposal (Vol. 5:29): 500-watt vhf "community" transmitters, built or planned, would be virtually unmarketable. They'd give coverage FCC desires only from a few very high transmitter sites.

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TV network sponsorships: CBS-TV starts Sept. 29 *Inside U. S. A. with Chevrolet*, Thu. 9-9:30 p.m., original musical revues to be done by Arthur Schwartz and Howard Deitz . . . Ed Wynn's long-heralded *Perfect Fool* show starts Oct. 6 on CBS-TV, via kine-recordings, Speidel Co., Providence (watch bands) sponsoring . . . Bigelow-Sanford Carpet Co.'s *Bigelow Show* with Paul Winchell and his dummy Jerry Mahoney moves to CBS-TV Oct. 5, Wed. 9-9:30 . . . Westinghouse renews *Studio One* one CBS-TV as of Oct. 3, Mon. 10-11 . . . Ted Mack's *Original Amateur Hour*, Old Gold probably sponsoring, due to move to NBC-TV in October . . . General Foods (Jello) starts Meredith Willson in 4-week series of variety shows on NBC-TV July 31, Sun. 8:30-9, replacing *Author Meets Critics* . . . Lucky Strike reported planning NBC-TV simulcasts of Saturday night *Hit Parade*, Pall Malls TV version of its NBC *Big Story* . . . Lever Bros. takes option on NBC-TV's *The Clock* . . . duPont reported contemplating film version of *Cavalcade of America* . . . General Mills and Wilson Co. (sporting goods) will jointly sponsor Dec. 18 pro football championship on ABC and ABC-TV.

TV station sponsorships: Reported planning spot TV campaigns are Wrigley, thru Arthur Meyerhoff Agency; Peerless Fountain Pen & Pencil Co., thru Chernow Co.; Jelke Margarine, thru Tatham-Laird . . . Using 4 N. Y. stations with marionettes depicting Elsie, Elmer and Beauregard, is Borden Co., thru Young & Rubicam . . . On KTTV, Los Angeles, children's telephone quiz game *Playtime* has these partic. sponsors: Universal Films, Coca Cola, Kaiser-Frazer, Kern Foods, Dr. Ross Dog Food, Lockgran Aircraft Co., Wilshire Tennis Club . . . Liebmann Beer sponsoring *Miss Rheingold Contest* on 5 N. Y. stations . . . Minkplastic Corp. (pillow, mattress, blanket covers) buys spots in *Your Television Shopper* on WABD, New York . . . Ft. Worth's WBAP-TV starts first daytime live show, *Dream Kitchen Time*, Thu. 4-4:30, Graybar and Hotpoint sponsoring . . . Sponsors on *Klavan's Diner*, Mon. 7 p.m. partic. on WAAM, Baltimore, include Western Maryland Dairy, Hausewald Bread, John Hoos Co. (restaurant supplies), Lord Calvert Coffee and Tea, Meadow Gold Ice Cream, Becker Pretzels.

CBS Affiliates Advisory Board meets in New York's Waldorf-Astoria Aug. 1-2, will discuss TV network plans.

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AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING AND FREQUENCY MODULATION ARTS AND INDUSTRY

Television Digest and FM Reports

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June 4, 1949

OKLAHOMA CITY AND ROCHESTER NEXT: Oklahoma City Oklahoman's WKY-TV definitely starts on daily schedule next Monday (June 6), and Stromberg-Carlson's WHAM-TV, Rochester, next Saturday (June 11) -- opening up 2 new TV markets and bringing roster of operating stations to 68. Each is getting tremendous promotional buildup, starts with fine commercial prospects reported. Indeed, WKY-TV reports it's getting consistent 100-mi. coverage on Channel 4 from its 968-ft. tower.

Rochester's WHAM-TV, on Channel 6, will start with network service from Buffalo, operating own relay at LeRoy, N.Y. until Oct. 1 when AT&T promises to provide microwave service. WHAM-TV will work closely with WBEN-TV, is already signed with Stein's Beer for harness races on both stations (WHAM anti-beer policy has been changed; it will now accept beer ads on both AM and TV). Manager Bill Fay reports about 20 accounts sold. He has separate staff for TV, including 20 added engineers, and is taking network service from NBC, CBS, ABC.

New application for Tacoma this week is Carl Haymond's KMO for Channel 13, making 3 for 3 pre-freeze (see TV Addenda 7-I herewith). WTPS-TV, New Orleans Times-Picayune, cited for delay (Vol. 5:16), has been set for hearing Aug. 2. Formal application for sale of Seattle's KRSC-TV and KRSC-FM to KING (Vol. 5:20) was filed with FCC this week; shows $294,00[illegible] spent on construction, $42,046 net loss on TV from Aug. 1, 1948 to Feb. 28, 194[illegible], loss also on FM operation, sale price $375,000.

THE FREEZE—A REALISTIC TIMETABL[illegible] Grant uhf and color as rosy a future as you like, you still come back to realizatio[illegible] that the present vhf system holds the industry's only practical potential for grow[illegible] within the next 1½-2 years -- and will remain TV's backbone for long time after [illegible]rds. Therefore, the most pertinent parts of last week's FCC announcement (Vol.5:22 [illegible] relate to vhf freeze and timetable for ending it.

Let's take the steps FCC [illegible]self outlined. Let's weigh them with best estimates we can get, bearing in mind [illegible]istory of 1946-47 color hearing and last year's procedure on proposed revisions o[illegible] vhf channel allocations. Using FCC's own timetable, but weighting it with a re[illegible]istic eye on delays, this is the schedule we come up with (the dates subject to plu[illegible]r-minus a few days):

Issuance of vhf-uhf alloc[illegible]ons, rules and standards, July 7; hearing, Aug. 22-Sept. 16; oral argument, Sept. [illegible]-Oct. 4; final decision, Nov. 15; effective date of decision, Dec. 15; first grant[illegible] of uncontested applications, Jan. 1; competitive hearings start, Feb. 1; first of [illegible] grants go on air, late 1950 or early 1951.

You can bet that most maj[illegible] market areas will go to hearings -- more applicants than channels already evide[illegible] Regardless of uhf, most applicants will seek to nail down vhf channels if they [illegible]n, then perhaps go for uhf if they lose out. FCC's proposal doesn't enhance va[illegible] of uhf since that band won't have exclusive claim to color or high definition, [illegible] some uhf proponents had assumed.

Meanwhile, Ad Hoc commit[illegible] has at last approved (yes, it has!) its voluminous vhf propagation report. FCC [illegible]ll issue it to public as fast as it can print. Remember, though, it isn't what [illegible]eport says that counts. It's what FCC does with it -- and co-channel spacing [illegible] about 215 miles seems likely.

rk's WNBT. After watching it work between Detroit-Cleveland and New York-Washing-
n, RCA has definitely shelved synchronization. Offset is said give improvement of
) db, compared with 15 db for synchronization--without the expense and complexity.
;S was sufficiently impressed with system to order new crystal, will shortly offset
w York's WCBS-TV from Baltimore's WMAR-TV, on Channel 2.

FCC's own experiments with FM for picture to cut interference (Vol. 5:3,5,
.,14), though rendered somewhat academic for present by last week's announcement,
ill again be shown at its Laurel, Md. labs June 6 and 13. Engineers will also
emonstrate synchronization and offset carrier systems.

IRMINGHAM's 2 AND OTHERS UPCOMING: Down in Birmingham, there's a veritable race
etween area's only CP holders to see which can get going first. Both WAFM-TV (WAPI)
n Channel 13 and WBRC-TV on Channel 4 report their test patterns will start by June
5. Both promise commercial operations beginning July 1. WAFM-TV has issued nand-
ome brochure describing its "Television Alabama" and stating first 90 days will be
experimental", consisting of test patterns, weather reports, news, films and lim-
ted number of live shows. It will get kine-recordings from CBS and ABC, while
BRC-TV is similarly served by NBC.

Notes on other upcoming new TV stations, mainly changes in schedules from
hose reported in our last calendar (Vol. 5:19): WCPO-TV, Cincinnati, now has tower
p, building completed, GE equipment being installed. Tests start in mid-June, aim
ow is to go on schedule July 26 with night baseball...WOW-TV, Omaha, far enough
long now to plan July 15 test pattern, quite sure of making schedule Sept. 1...
BNS-TV, Columbus, to install equipment July 1-15 in new building, tests by mid-
ept., goes commercial Oct. 1...WDAF-TV, Kansas City, reports that barring unfore-
een construction problems it should be showing test patterns by mid-Sept.

WMBR-TV, Jacksonville, has ordered GE equipment, reports it expects to test
n early Sept., go commercial Oct. 1...WNBF-TV, Birmingham, N.Y., has started build-
ng new transmitter house, soon starts on studios, has ordered RCA equipment, fig-
ires on tests around Oct. 15, commercial by Xmas...WCON-TV, Atlanta, installs studio
equipment in July adjacent to AM plant on top floor of new Atlanta Constitution
building; 1,000-ft. Ideco tower presents unusual problems, so it looks now like
tests around end of year...WOC-TV, Davenport, Ia., now installing, figures on Oct. 1
start...WOAI-TV, San Antonio, has Austin Co. now remodeling, gets tower July 1,
looks for start sometime in November...WSEE-TV, St. Petersburg, delayed by prolonged
illness of Robert E. Guthrie, will announce plans later.

COLOR TV—WHO? WHAT? WHERE? WHEN? As expected, most of this week's TV talk was
about color. Developments, or absence thereof, were as follows:

CBS, to which every ear has been bent since FCC "opened door" to 6 mc color,
reiterated flatly: "CBS is not pushing color."

Both CBS and Zenith were impeccably careful to emphasize that color equip-
ment used Tuesday in Philadelphia to show surgical operations (Vol. 5:22) is closed-
circuit, non-broadcast, not intended for commercial telecasting.

But Zenith's president E. F. McDonald also issued statement: "An adapter
for reception of color television on existing receivers is entirely feasible, and
can be provided whenever color-casting transmitters as proposed in the FCC statement
are put on the air." At same time, he again said conversion of vhf sets to black-
and-white uhf through adapters is not satisfactory.

RCA has indicated no change in its "several years off" color philosophy.

RMA "public relations" committee (Vol. 5:14), meeting in Washington Thurs-
day, cautioned that color is "still in the laboratory stage," agreed with FCC that
color, if it comes, "must be capable of being received on present sets with only
minor modifications."

You begin to wonder who, if anyone (except possibly Zenith), will really
labor to show FCC a perfected "minor modification" color converter. A couple of
color proponents are supposed to have approached FCC "on a confidential basis." But
we don't know who they are, what they have or whether they carry any real weight.

(Continued on inside back cover)

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One might be the George Sleeper's Color Television Inc., San Francisco, which is said to have improved its color system to allow easier conversion of present sets. Then we hear that one Louis F. Muccino, of Rye, N.Y., financial man, has spoken to principals about possibility of securing license to some CBS color patents and manufacturing converters. CBS says it is constantly being approached by individuals evincing interest in its color patents.

Tuesday's color demonstration in Philadelphia was excellent. It's preliminary to use at American Medical Assn. Atlantic City convention by Smith, Kline & French, pharmaceuticals. But it sheds no new light on color telecasting. As one observer put it: "This may be the way CBS can get back some of that $2,000,000 it has spent on color."

RMA's heavyweight industry committee (including Zenith's H. C. Bonfig) worked up statement calculated to soothe, saying, in addition to aforementioned "take it easy" word on color: (1) Present sets and vhf channels are undisturbed. (2) Uhf is needed for expansion, and present sets can be inexpensively converted to receive it. Committee also had session with Sen. Johnson, came away apparently quite happy about the whole thing. Those present: Max Balcom, Sylvania, chairman; Raymond Cosgrove and John Craig, Crosley; Joseph Elliott, RCA; H. C. Bonfig, Zenith; David Smith and E. D. Lucas, Philco; Walter Stellner, Motorola.

AM, TV & NAB—BETWIXT & BETWEEN: For a quite accurate and objective reflection of the attitudes of many broadcasters, some fearful of TV's encroachment on audience and revenues, we commend a close reading of leading article captioned "Unrest Stirs Stations" in May 23 Broadcasting Magazine. And for further indications what NAB is going to do about TV, there's a long statement prepared for June 4 Billboard by NAB's president Justin Miller. It's worth reading, too.

Generally recognized as spokesman for broadcasters, usually quite close to NAB, Broadcasting Magazine notes an unenthusiastic attitude toward TV on the part of many AM operators; recounts growing antagonisms toward NAB, some stemming from its determination to set up TV dept.; lists recent defections from NAB membership -- most significant of which was Detroit's WWJ and WWJ-TV, whose manager Harry Bannister also quit as board member. Yet the trade journal says editorially, "It would be calamitous to have more than one trade association. The wise course is to remodel the NAB...into units -- AM, FM and TV [and] let each unit pay its own way, with a portion of the dues to go to the general administrative operation."

This oversimplification of NAB's problem overlooks plain fact that TV enterprisers (certainly the manufacturers) for the most part apparently don't want to come into the broadcasters' fold; and that they have definitely decided to go their own way with an expanded Television Broadcasters Assn (Vol. 5:18). Nor does it place much emphasis on role of the independents -- some think they now dominate NAB -- who want no truck with TV.

Judge Miller's statement to Billboard notes that 53% of NAB's revenues come from AM interests already in or applicants for TV; that TV "should and will be built, owned and operated largely by broadcasters"; and that duties of NAB's new TV director must include "the reconciling...of conflicts between TV and the other broadcasting techniques." He quotes Ben Franklin: "If we don't all hang together, we'll all hang separately" -- and then goes on, in language neither judicial nor diplomatic:

"There are those who, after the manner of jackals, would like nothing better than to see us split and divided, ready to pick us off singly and in small groups... Timid, short-range thinking people are inclined to abandon the ship when the sailing gets rough. Those with axes to grind find opportunity for their endeavors when the leaders show signs of jitters...We are confident that steady leadership will keep us on our course and present a solid front to those who would weaken or destroy us."

Caught betwixt and between, fact is NAB is really on the spot, must expand activities (Vol. 5:19) despite loss of revenues due to resignations of other top-flight members like Baltimore's WBAL, San Antonio's WOAI, Houston's KPRC, among others. Though it plans new membership drive, there's only slight prospect of any substantial income from new members or from TV. Judge Miller expressed himself to

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AUTHORITATIVE NEWS SERVICE OF THE NATIONAL BROADCASTING ARTS AND INDUSTRY

Television Digest

WITH AM FM REPORTS

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July 16, 1949

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PRINTED COPIES OF THE FCC REPORT: Last Tuesday, we sent you who are subscribers to our full services, printed copies of Supplement No. 64 containing full text of FCC's Proposals Regarding VHF-UHF Rules and Standards with Table of TV Channel Allocations by Cities, as released previous day. Our 16-page Supplement, printed, makes much easier reading and reference (particularly the allocation tables) than FCC's 76-page mimeographed release. It also contains a substantial number of corrections of FCC's hastily-mimeographed July 11 release, which we were able to catch thanks to the kind cooperation of FCC staff itself. If there are further errors, we'll issue an errata sheet. Extra copies of Supplement No. 64 are available to subscribers at $2 each -- or $1 per copy in quantities of 10 or more.

1—HOW FCC PROPOSES TO END TV FREEZE: Last week, we came pretty close to major facets of FCC's proposals regarding new TV rules and standards (Vol. 5:28). But, to recapitulate and condense its highly technical report, these would appear to be main points -- plus procedure plans and hearing date:

1. Metropolitan vhf stations to have 100 kw maximum power, 10 kw minimum, and 500 ft. antenna height, spaced 220 mi. co-channel, 110 mi. adjacent. Metropolitan uhf stations to have 200-10 kw limits, 500 ft., spaced 200 mi. co-channel, 100 mi. adjacent. Community stations to come only from upper 10 channels of uhf, have 20-5 kw limits, 500 ft., 140 mi. co-channel, 60 mi. adjacent.

2. Addition of 42 uhf channels, top 10 not allocated to specific cities now (a few exceptions), but to be used as community stations where they can fit in.

3. Allocation philosophy set forth in series of "Priorities," which would, in following order, provide for (a) at least one TV service to all parts of U.S.; (b) at least one TV station in each community; (c & d) double each of foregoing; (e) fit in remaining channels wherever most needed.

4. Establishment of 3 grades of service, defined in decibels, showing field strengths required and interference permitted -- with technical description of how those figures are computed.

5. Offset carrier and directional antennas to be encouraged to increase coverage, but not to fit in new stations.

6. Information invited, at hearing, on "compatible" 6 mc color (Vol. 5:22 et seq) and on polycasting, Stratovision, or any other system.

7. Ordered all those owning patents or holding rights to sublicense patents covering systems or equipment proposed by FCC or to be proposed by others must show the claims of the patents when they file comments with FCC.

8. Full vhf-uhf allocations set forth for U.S., territories and neighboring countries, by cities (see table, Supp. No. 64; see analyses on pages 3, 4).

9. Administrative procedure outlined: (a) Aug. 8 set as date by which all comments on proposal should be filed. (b) Aug. 19 deadline for oppositions to those comments. (c) Aug. 29 date of hearing in Washington on whole proposal. And it asked no applications for stations be filed until final decision on whole matter.

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II—HOW INDUSTRY REACTS TO PROPOSALS: Confused howl arose almost immediately the proposals came out. But reactions still weren't clearly defined by week's end. It was one of the most complex propositions FCC has ever issued, and obviously needs lots of time for study.

Objections, many quite violent, seemed localized among applicants' consulting engineers and legal counsel -- even though major outlines of FCC's thinking have been rather apparent for some time, particularly since Comr. Sterling's Canadian speech (Vol. 5:24). But those who had anticipated the proposal weren't much happier with it than those who had.

Receiver makers may turn critical later, but first reactions leaned towards approval of: (a) A concrete plan to hasten end of freeze. (b) More people to be covered by vhf -- even though by fewer stations. (c) An attempt, even though it can't be fully realized with present techniques of telecasting, to put every man, woman and child within range of a TV signal. RMA's TV committee (Vol. 5:25,26) will meet in about 10 days to decide stand.

No official reaction from Senator Johnson or his committee colleagues was forthcoming. They hadn't had time to get the report digested. For example, Sen. Tobey didn't even know about proposal until we told him Thursday when he concluded questioning Comr. Webster (see insert page) about some of very matters FCC proposal attempts to settle. However, it's assumed Sen. Johnson will like plan since it so obviously aims to achieve many of his desires, viz., establish uhf, invite color, end freeze, minimize vhf interference, inquire into patents.

But it's the criticisms you'll be hearing most about until freeze's end. Most aim at FCC for apparently regarding uhf as a "live" TV service -- something more than a flock of typewritten channel numbers -- whereas, actually, little is really known yet about uhf, and even less equipment is in sight (though this will certainly encourage development). To enumerate their points:

1. Basic FCC philosophy of getting wide-area vhf coverage through greater separation and power and fewer stations relies on a "paper" service (uhf) to relieve the vhf monopolies thereby created. "The haves get even more," they say, "while the have-nots are offered nothing but theories and hopes."

2. FCC has ignored critical technical evidence, both in vhf and uhf. First, man-made noise is likely to ruin much of the weak vhf signals the FCC intends to protect. Second, uhf will probably need far more than 200 kw to cover cities.

3. Chances for a much improved TV system in future (such as wide-band color, high definition) are kaput in uhf, since insufficient space will be left for a nation-wide service. Proposed 6-mc color isn't good enough. And just a few 6-mc uhf channels added to present monochrome system would satisfy economics of TV.

4. Why penalize the lone uhf-er in such cities as Philadelphia and Washington? Faced with several vhf competitors, he'll be like an FM-only station surrounded by AM. Give him some uhf company. Or keep vhf and uhf cities entirely separate. (Though even the most ardent critics say this would be very difficult.)

5. If you're going to use up most of uhf, eliminating its availability for a wide-band-band service anyway, why not go whole hog and allocate even more? Give even New York, Chicago, Los Angeles a flock of them; allocate enough for everybody.

6. You can't cover some metropolitan districts as FCC specifies with any amount of power with merely 500-ft. antenna height.

7. Proposed allocation already violates FCC's own 220-mi. co-channel and 110-mi. adjacent channel objectives. For co-channel examples: Milwaukee-Lansing, 170 mi.; Dallas-Shreveport, 178; Milwaukee-Peoria, 180; Washington-Pittsburgh, 185; Richmond-Winston-Salem, 185; Jacksonville-Charleston, 195 -- and even Ft. Worth-Lawton, Okla., only 142. Adjacent channel examples: Richmond-Norfolk, 78 mi.; San Francisco-Sacramento, 78; Charlotte-Columbia, 82; St. Louis-Springfield, Ill., 84; Chicago-Milwaukee, 90 -- and Marquette-Iron Mountain, Mich., only 57.

8. Use of 1940 U.S. Census is unrealistic. There's legalistic "sleeper" in Appendix A, Sec. III-D-2, which apparently makes allocation so rigid no change can

(Continued on inside back page)

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CINCINNATI's WCPO-TV IS No. 75: Cincinnati's third TV station, Scripps-Howard's WCPO-TV, began tests this week, reports it definitely will make promised July 26 T-Day -- thus becoming 75th outlet. Mortimer Watters is manager, John Patrick Smith sales chief. Already signed (for rate card, see TV Directory No. 8) are Burger Beer, baseball; Rubel Bread, Mohawk Mart, Griffith Distributing Co. (Zenith), Model Laundry, Home Federal Savings & Loan. WCPO-TV affiliates with ABC and DuMont.

Application this week from WTHI, Terre Haute, Ind. asks for Channel 4, but that town gets uhf-only under new allocations. [For application details, see TV Addenda 8-B herewith.] City of Jacksonville's WJAX-TV, cited for lack of diligence (Vol. 5:28), has had hearing date changed to Sept. 19.

Notes on upcoming new stations: WOR-TV, New York, should be ready for tests Aug. 1-15, but schedule before Oct. 1 is doubtful...KRON-TV, San Francisco, tests latter September, joins NBC-TV as of Oct. 1...WLAV-TV, Grand Rapids, plans tests next week, still plans Aug. 15 opening, has asked FCC for 2 intercity relays to link with Chicago...WJIM-TV, Lansing, due in October, planning relay from Detroit, single hop...Greensboro News' WFMY-TV, due on air in August, has appointed exclusively-TV rep firm of Harrington, Righter & Parsons Inc., New York (ex-Petrymen).

NAB CUT DOWN BUT ADDS TV DIVISION: Long-contemplated overhaul of NAB, as ordered by board this week, includes oft-discussed "functional" divisions: (1) Audio Division, serving AM-FM stations, (2) Video Division, serving TV. AM-FM members with TV stations would pay $10 per month additional dues; TVs without AM-FM licenses or CPs may join at $1,500 per year. Note: There are relatively few of latter -- only a half dozen TV operating stations without any AM and/or FM connections at all, in fact (see TV Directory No. 8). Otherwise, new structure and changes boil down to:

President and secy-treas. continue, but office of executive v.p. (A. D. Willard) abolished. These departments remain: legal, govt relations, employe-employer relations, research, public relations, engineering. Program dept. abolished (Harold Fair). Offered Video Division, Mr. Willard has declined and resigned. Engineering dept. will concentrate on govt rather than service angles, and Royal Howard's status reduced. No other dept. changes, though there may be staff cuts.

Budget for fiscal 1949 (also calendar year) is reduced to $701,511 -- from last year's approximate $790,000. Dues are reduced 12½% after Aug. 1, or pending new dues structure. BAB will be supported as projected, but must aim to be separate and independent corporation. Board meetings will be held 3 times yearly, standing committees cut to maximum of 10. President Justin Miller says he has no one in mind yet for either Audio or Video division chief, though many names are being submitted.

COLOR, COLOR, WHO'S GOT COLOR? Color TV again took up most of Comr. Webster's "trial by Tobey" at this week's Senate committee hearing on his renomination to FCC -- the fiery New Hampshire Senator's questions being aimed at getting FCC to push color, not wait for it. Again, Webster was given a rough time -- yet committee voted favorably on confirmation, 11-0, presumably including Tobey.

Tobey wanted to know why FCC hasn't gone to present black-and-white telecasters and told them it won't cost them much to convert their stations to color, thus removing potential political block to color. Webster said he didn't know the cost, hopes to learn it at coming hearing, estimated whole TV decision would be out by Jan. 1, hoped FCC would be able to authorize color, expected it would take about 2 years thereafter for first color station to get on air. Tobey thought Senate subcommittee might call in Peter Goldmark, William Everitt, Edwin Armstrong, C. B. Jolliffe, et al, for answer on cost of converting stations to color.

CBS president Frank Stanton got peeved over Tobey's implication that CBS and RCA are "dickering" over CBS color patents and that CBS might not volunteer color data at FCC hearing. He firmly denied both charges, adding: "Not only is CBS doing nothing to hinder the development of color TV but CBS has done more than any factor in the industry to foster its development."

Webster was at disadvantage, for questions were mostly on broadcasting,

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whereas he's more of a specialist on fixed and mobile services. Surprising, for example, was his unwillingness to admit FCC had erred in its existing TV allocation.

Here's Tobey's philosophy in a nutshell, as he gave it to reporters after hearing: "I want a group of men up there [at the FCC] who listen to the 150,000,000 people in back of them and who don't hearken to the 'voice of the master' -- the dog and the phonograph." He makes no bones about his antipathy toward RCA.

* * * *

Bureau of Standards' "status-of-color" committee (Vol. 5:25) is geared for action, now that Dr. Condon is back. All "nominees" to committee have accepted: Stuart Bailey, William Everitt, Donald Fink -- in addition to Condon as chairman and the Bureau's Newbern Smith as vice chairman. First meeting is set for first week in August; Condon hopes to have report for Sen. Johnson by November. Committee will cover questions of bandwidth, transmitters and receivers, propagation, compatibility with existing system, etc.

With so many people studying color, its status should really be known by year's end. RMA has just invited 10 men to serve on new color TV committee to meet early next month and report to RMA TV Committee (Vol. 5:25,26): F. J. Bingley, WOR-TV; Louis Clement, Crosley; R. B. Dome, GE; E. W. Engstrom, RCA; D. G. Fink, Electronics Magazine and JTAC; T. T. Goldsmith, DuMont; Peter Goldmark, CBS; G. E. Gustafson, Zenith; R. F. Guy, TBA; D. B. Smith, Philco.

Personal notes: CBS president **Frank Stanton**, who left Ohio State U faculty in 1935 to become CBS research director, will be awarded honorary degree by OSU at summer commencement Sept. 2 . . . **Harry M. Bitner Jr.**, WFBM-TV, Indianapolis, elected to NAB board vacancy succeeding **Harry Bannister**, WWJ-TV, Detroit, resigned . . . **Kenneth L. Yourd**, since 1941 on CBS law staff, new director of CBS Hollywood program operations; **Martin Leeds**, associate director . . . **Fred Freeland**, new TV director of Ruthrauff & Ryan, Chicago, succeeding **Fran Harris**, who goes to Hollywood office . . . **Larry Walker**, asst. mgr. of WBT, Charlotte, named mgr. of its new WBTV; **Charles Bell**, production mgr. . . . **E. P. H. (Jimmy) James**, MBS advertising-research v.p., resigns as of Aug. 1, has not announced plans . . . CBS Radio Sales staff shifts: **Richard C. Elpers**, of Detroit office, named Los Angeles mgr., replacing **Henry R. Flynn**, going to New York staff; **Edwin Buckalew**, Western Div. station relations mgr., heads San Francisco office.

TV sponsorships: International Silver Co.'s *Silver Theater* goes on CBS-TV in fall with Conrad Nagel, probably Mon. 8 p.m. . . . Berke Brothers, Distilleries (Old Mr. Bin bottle wines) having spots prepared by Screen Gems Inc., now at 729 Seventh Ave., New York; Screen Gems has absorbed Telespots Inc., producer of BVD spots . . . Santa Fe Railway to sponsor Burton Holmes travel films, thru Leo Burnett Agency . . . Monarch-Saphin Stores (appliances) sponsoring Nick Kenny, song-writing radio editor of *New York Mirror*, presenting different composer each week with best songs, on WJZ-TV, Wed. 7:30-7:45 . . . Camden Trust Co., Camden, N. J., sponsoring *Kieran's Kaleidoscope* on WPTZ, Philadelphia, Sun. 6:45-7 . . . Western Auto Supply sponsoring *Polly Calling*, singer-pianist Polly Clark employing "talking camera"—talks to TV camera, which talks back via offstage voice—on KSD-TV, St. Louis, Thu. 8:30-9 . . . NBC-TV will have Perry Como for Chesterfield in fall, Sun. 10-10:30.

WJR, the Goodwill Station Inc., controlled by George (Dick) Richards but stock traded on exchange, reports sales for 6 mo. ended June 30 were $1,627,385, profit $296,593 or 57¢ each on 518,000 shares. This compares with $1,562,078 sales, $296,571 profit (57¢) for same period last year.

Noteworthy AM station sales proposed in recent weeks, subject to FCC approval: WCHS, Charleston, W. Va., by John H. Kennedy to Lewis Tierney, Bluefield, W. Va. (Kennedy will retain WSAZ, Huntington, which also has CP for TV); WLIB, New York, by Dorothy S. Thackrey, *New York Post Home News*, for $150,000, to group headed by consultant Morris Novik (to aim for Jewish and Negro audiences); KOWH, Omaha (with FM), by *Omaha World Herald*, for $100,000, to local group headed by Robert H. Storz for his son Todd Storz; KGA, Spokane, by Louis H. Wasmer, for $425,000, to Gonzaga U (veteran radioman Wasmer sold KHQ there in 1946 to local newspapers); WALE, Fall River, Mass., to Basil Brewer newspaper-radio interests (New Bedford); KVOR, Colorado Springs, Colo., for $100,000, by Aladdin Radio & Television Inc. (owning KLZ, Denver, and seeking TV), to James D. Russell, Danville, Ky.

TV program notes: CBS-TV tells story of TV as "nation's fastest growing industry" in special program *Giant in a Hurry*, Thu. July 21, 9-9:30 . . . CBS-TV *This Is Broadway* variety show with Clifton Fadiman host became simulcast July 15, Fri. 9-10 . . . NBC-TV resumes *Lights Out* melodramas on NBC-TV July 19, Tue. 9-9:30 . . . ABC-TV planning *Kate Smith TV Hour*, *Li'l Abner* series with live actors, *Boris Karloff* series in fall . . . DuMont's WABD "block programming" 3 children's shows for consecutive showings, starting next week: Bob Emery's *Small Fry Club*, Mon. thru Fri. 6-6:30, Pat Meikle's *Magic Cottage* 6:30-7, *Capt. Video* 7-7:30 (except Wed.).

FCC Law Dept. takes exception to FCC Examiner Hugh Hutchinson's recommendation that Raytheon's WRTB, Waltham, be given 90-day CP extension (Vol. 5:26)—filed report this week questioning Raytheon intentions to build, noting that it sought financial assistance from 6 different parties before agreeing last October to sell to CBS, urging Commission to deny extension (which would open additional vhf channel to competition in Boston area).

First advertising agency for TV exclusively is newly formed Philbin, Brandon & Sargent Inc., 277 Park Ave., New York. Principals are Edward Philbin Jr., ex-New York Life Insurance Co.; Peter J. Brandon, ex-MBS; C. D. Sargent, ex-Young & Rubicam, J. Walter Thompson.

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already getting test patterns from Oklahoma City's WKY-TV, 98 mi. away...WHBF-TV, Rock Island, Ill., reports it has ordered DuMont equipment, aims for Oct. 1 tests... Construction of studio-transmitter plant of WXEL, Cleveland, is proceeding but uncertainty whether it goes on assigned Channel 9 or on No. 11 (if former goes to Canada) precludes fixing starting date; supervising installation is Tom Friedman, of Cleveland Institute of Radio Electronics, and appointed program director is Russell Speirs, now professor of drama at Colgate.

ADMIRAL, ZENITH & TURRET TUNER: Fortune's editors obviously relished their research and writeup job on Admiral Corp. and its 42-year-old president Ross Siragusa, featured in June issue under caption "In Television Admiral's Hot." They term it "a rousing story of old-fashioned, calorific enterprise at work," relate how the lad from the other side of the tracks is making the whole industry sit up and take notice. They particularly gloat over Siragusa's private feud over turret tuners with Zenith's Gene McDonald ("Admiral and Commander"). In fact, having tested Admiral's turret tuner on uhf (in New York area) Fortune tossed fact at Comdr. McDonald that someone else also had the gadget for which Zenith made such sweeping and industry-disturbing claims (Vol. 5:11 et seq). "In an early issue," Fortune promises to "look into the technical problems of telecasting in both the vhf and uhf."

"Is Admiral's spectacular showing just a flash in the pan?" the article asks, rhetorically. Well, Admiral's TV sales in 1948 were $25,200,000, it relates, nearly 40% of its total sales. In 1949 they may reach $88,000,000, or 70% (remainder, refrigerators and ranges). It has orders for 104,000 TV receivers on books for second quarter 1949. Profits for 1948 were $3,800,000, and for first quarter of this year $1,500,000. Annual revolving credit of $4,000,000 in New York and Chicago banks has never been used to any extent. There are no bonds, no preferred stock, no long-term debt -- simply 1,000,000 shares of common now selling on big board around 19. Siragusa and family own some 40%, which enables him to make quick decisions, move fast, without worrying too much about a board of directors.

Note: Though Admiral objected strongly to Zenith's turret tuner claims, said it does not regard time propitious to plug turret for uhf (Vol. 5:16), full-page Admiral dealer ad in May 22 Washington Post (cast from mat supplied by company) included this significant notation: "Built for the Future. Specially designed, built-in Turret Tuner...originated and first used by Admiral...can be adjusted for reception on proposed new uhf channels on present standards."

Count of TV Sets-in-Use by Cities

TV sets in use increased 215,000 during April to national total of 1,662,000 as of May 1, according to NBC Research. Its monthly "census" report estimating sets installed and no. of families within 40-mi. service area (.5 Mv) is detailed below:

Area	No. Stations	No. Families	No. Sets
Eastern Interconnected Cities			
New York	6	3,597,000	600,000
Baltimore	3	732,000	57,700
Boston	2	1,175,000	81,400
Philadelphia	3	1,184,000	165,000
Richmond	1	130,000	10,200
Schenectady	1	258,000	23,000
Washington	4	691,000	44,500
New Haven	1	557,000	28,200
Midwest Interconnected Cities			
Buffalo	1	323,000	21,500
Chicago	4	1,438,000	145,000
Cleveland	2	695,000	52,400
Detroit	3	839,000	55,000
Milwaukee	1	327,000	24,500
Pittsburgh	1	742,000	13,800
St. Louis	1	474,000	28,900
Toledo	1	241,000	11,000
Non-Interconnected Cities			
Albuquerque	1	22,000	800
Atlanta	2	233,000	9,000
Cincinnati	2(a)	384,000	23,000
Columbus	1	225,000	5,800
Dayton	2	291,000	6,100
Erie	1	112,000	3,200
Fort Worth-	1	269,000	4,300
Dallas	—(b)	277,000	4,900
Houston	1	217,000	4,500
Los Angeles	6	1,372,000	126,000
Louisville	1	188,000	6,600
Memphis	1	177,000	5,100
Miami	1	117,000	4,700
Minneapolis-St. Paul	1	333,000	14,800
New Orleans	1	225,000	4,400
Salt Lake City	1(c)	93,000	4,400
San Francisco	1(d)	825,000	7,200
Seattle	1	307,000	6,200
Syracuse	1	199,000	2,500
Stations Not Yet Operating			
Indianapolis	(e)	281,000	1,300
Lancaster	(f)	85,000	1,500
Oklahoma City	(g)	138,000	2,600
Providence	—	1,011,000	7,500
Rochester	(h)	208,000	1,500
San Diego	(i)	113,000	800
Wilmington	(j)	183,000	3,500
Others	—	—	37,700
TOTAL			1,662,000

(a) WCPO-TV due to start June 14, will make 3 stations. (b) Included in coverage of Fort Worth station (WBAP-TV). (c) KSL-TV due to start June 1, will make 2 stations. (d) KGO-TV started May 5, makes 2 stations. (e) WFBM-TV due to start May 30. (f) WGAL-TV due to start June 1. (g) WKY-TV due to start June 6. (h) WHAM-TV due to start June 11. (i) KFMB-TV started May 16. (j) WDEL-TV due to start June 15.

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applicants) and many more who, though not in TV now, want to be kept advised.

Here's how Judge Miller looks at TV -- taking the extremely long-range view: "In 10 years, television will be a full grown and mature operation," he told us, "but audio will be occupying as large a position if not better than today." Does he think AM will continue to do today's annual $400,000,000-plus time sales volume? Yes, perhaps even more. He does not expect TV to overshadow sound broadcasting. He thinks TV's present impact is largely its novelty, refuses to guess relative positions of TV and radio 10 years hence, says there must be more time before anyone can properly evaluate TV.

Sound broadcasting is on verge of its first experience with a tight market, Judge Miller feels, and the impact of TV isn't going to help matters. Yet he's just as ever convinced that "so long as the profits of AM are needed to finance TV, so long will TV not supersede AM" -- his remark, following FCC chairman Wayne Coy's speech, at NAB convention in mid-April (Vol. 5:16). He'd still like to see TV under NAB's "one big tent." Failing that, he'd like to come to some working agreement (TBA as promotion organization, NAB as service group). Proposed appointment of executive v.p. Jess Willard as NAB's TV dept. chief is still being mulled by Miller and board.

* * * *

FCC chairman Wayne Coy simply listened Friday, while in New York to be feted by Sons of Indiana as "Hoosier of the Year," to proposal from TBA delegation that he consider taking paid presidency of association this fall. He isn't in any position now to accept, is known to be anxious to see vhf-uhf freeze allocation problems through, may be available latter part of year. Meanwhile, plan is to raise expanded TBA budget largely from set makers, Dr. Allen DuMont heading up this effort.

NAB-TBA situation boils down to simple fact that TV as industry needs own spokesman and promotion which AM (and NAB) cannot be expected to provide. Come what may later, the manufacturers, networks and TBA board don't want NAB as TV's spokesman now. That Coy and Judge Miller measure TV by different calendars, let alone different attitudes, is manifested again from Coy's remarks Thursday before Ohio State Institute for Education by Radio -- much along lines, TV-wise, of his recent NAB convention speech (Vol. 5:16):

"Five years from now, when AM broadcasting feels the heavy impact of TV," said Coy, "the financial returns will undoubtedly be considerably less...My own belief is that 5 years from tonight TV will be the dominant medium of broadcasting... sound broadcasting will be attracting less of the listeners' attention, especially during the evening hours, will be attracting less of the advertisers' dollars, will be secondary to TV."

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UHF TESTS & ANTI-FREEZE PROSPECTS: FCC finally granted NBC its uhf satellite station in Bridgeport, Conn. (Vol. 5:7,8,13,18), carefully hedging grant for fear network might try to get 6th commercial TV station and/or freeze uhf standards. This is the "guinea pig" station, feeding off New York's WNBT and, though experimental, it should provide first uhf signal for regular public reception. It is expected to go far toward proving efficacy of those channels. NBC-RCA expect to get it going (15-20 kw ERP on 529-535 mc) before end of year.

Conditions laid down by FCC: (1) NBC must advise FCC "immediately" should RCA decide to sell uhf sets in Bridgeport (though there's nothing to prevent Zenith or anyone else from selling). (2) Requested call letters WNBT-1 are denied, and experimental call must be used. (3) It must announce experimental status hourly.

Meanwhile, vhf freeze and uhf prospects seem to be getting cloudier, rather than clarifying. Ad Hoc Committee met again Friday, but we've quit guessing when they'll say "we're done." Among commissioners there's substantial, perhaps growing, sentiment toward ending freeze and establishing uhf at same time. And there are still plenty of tough decisions to make on color, Stratovision, FM for picture transmission, synchronization, etc.

Just how FCC can give full consideration to these angles, plus more bound to come up, and end freeze at an "early" date, has a lot of people shaking their heads. Comr. Webster and Sterling, both engineers, are to spearhead TV activity under act-

(Continued on Inside Back Cover)

Negotiations with ASCAP over royalties for music used on TV broke off Friday over terms which NBC's Robert P. Myers, chairman of NAB music committee, termed "cumbersome, impractical and impossible"—particularly in light of TV's present heavy deficit operation and limited rights in proferred copyright licenses. At moment, it looks like no ASCAP music on TV after June 1 unless by individual negotiations. ASCAP offered general licensing rate of 2¾% of station gross income, minus various discounts, which its president Fred Ahlert said is much below what broadcasters pay. Main point of dispute, however, was telecasters' objection to limited rights, which they contend meant every time a TV station wanted to do a "production" with ASCAP music it would have to negotiate separately with every copyright owner.

Everybody's still pitching in, and very little time was lost on air after 80 IBEW engineers on Tuesday struck Yankee Network's 6 AM stations and WNAC-TV, Boston, in protest against personnel and wage cuts. Skeleton staffs, including evecutives, are maintaining all schedules except remotes and TV mobile. New parleys with union are set for May 11.

Long-awaited decision on mobile and special services was issued by FCC this week. About only TV angle is permission granted TV stations to use frequencies in 25-30 mc band for remote audio pickups, same way AM and FM do. Decision and new rules were printed in May 6 *Federal Register*. Copies may be obtained for 20¢ from Supt. of Documents, Government Printing Office, Washington 25, D. C. Reprints will be available later from same source.

Lots of publicity about Warner Bros. being browned off TV, and inquiry seems to boil it down to this: Big movie concern is having periodical "economy wave," so ordered stoppage of theater TV experiments. Warners intend to fight Govt. move to separate it from theaters, hence don't see point in pursuing Chicago application, which as predicted (Vol. 5:16) was withdrawn this week. But deal to buy Thackrey radio-TV properties (including KLAC-TV, Los Angeles) is still on, year-old contract extended to Aug. 1, and FCC was notified to that effect this week in letter asking for prompt action.

TOA-SMPTE conferees got down to brass tacks so quickly Thursday, New York meeting went so smoothly, one observer of theater-TV scene thought mid-July might see official requests for frequencies, even applications for several cities at FCC. It was continuation of joint session last month (Vol. 5:13), appointed subcommittee to draw up suggested standards for theater-TV, also chart of capital and operating costs—in a word, blueprint of theater-TV. Producers' MPA, meanwhile, got set for first meeting of TV committee (Vol. 5:18) in week or so.

Capitol Records Inc., Hollywood, one of biggest popular record makers, is going into TV film field, exploiting such properties as *Bozo the Clown* (already used on KTTV), *Sparky* and others that lend themselves to video adaptation. Elmo Williams, ex-RKO, has been engaged to set up TV division.

RCA unequivocally denies it intends to "lease" theater-TV equipment (Vol. 5:15), as reported Thursday in *New York Times* and in this week's *Variety*. Price remains about $25,000 for power unit, projector and associated gear, does not include antenna, lead-in, etc.

Thirty-page section of Sunday, May 1 *Baltimore Sun* is devoted entirely to TV, cued to city's current count of 51,000 sets. *Buffalo News* will also publish special TV edition May 14, first anniversary of its WBEN-TV.

Antenna height limitations, suggested this week by Govt. interdepartmental committee (FCC, CAA, military, etc.) under FCC Comr. Webster, were being examined by industry engineers who fear proposals may be too stringent, particularly for TV and FM. Govt. proponents say idea is not to become more stringent, but to incorporate specific limitations in FCC standards, allow applicants to determine themselves whether their towers would require "special aeronautical study." Their contention is that system would eliminate much of present waiting for CAA approval. Industry men say they want to study plan, resent fact they haven't been in on its formulation. Next Govt-industry meeting is set tentatively for May 24.

RCA gross income from all sources for quarter ended March 31 was $92,327,827 vs. $88,053,297 for same 1948 period and $76,560,096 for same 1947 period. Net profit for first 1949 quarter was $5,932,083 (37¢ per common share) vs. $5,714,498 (36¢) for same 1948 period and $4,680,065 (28¢) for same 1947 period. Reporting to stockholders May 4, Chairman Sarnoff stated that during last 10 years RCA has paid more than $65,000,000, or 53% of net profits, in dividends to stockholders—$31,820,000 on preferred, $33,254,000 on common. During same period, he said, net worth of RCA was increased by $60,000,000, now exceeds $127,000,000. Though subsidiary breakdowns are not available until annual report (for 1948 annual report, see Vol. 5:9), Gen. Sarnoff said no unit of company lost money last year but 1949 will be "more difficult."

DuMont's sales totaled $11,092,000 for period Jan. 3 to March 27 vs. $4,549,000 for same period last year — indicating it's quite probable, what with increasing set and tube sales, company will achieve $50,000,000 business this year. Net for period was $1,481,000, or 70¢ per share on 2,047,592 common shares outstanding, vs. $553,000 (27¢ on 2,031,040 shares) for same 1948 period.

More signs of the times: RMA may change name to Radio & *Television* Manufacturers Assn., if certain board members get their way. Proposal is due to be advanced at RMA annual convention at Chicago's Hotel Stevens, May 16-19. Big Radio Parts Show holds exhibition same place, May 17-22.

United States Television Mfg. Corp. reports net sales of $1,937,606 in 1948 vs. $1,906,874 in 1947. Net profit was $27,035 (4¢ per share on 341,175 shares of common stock) vs. 1947 loss of $132,686.

Noblitt-Sparks (Arvin radios) reports $502,067 earnings for quarter ended April 3 (85¢ per share) vs. $602,015 ($1.01) for corresponding 1948 period.

Sightmaster Corp. has split stock 6-for-1, is now offering (through Burnside & Co.) 425,940 shares at 50¢ a share, making total of 1,794,000 issued and outstanding —proceeds to be used for working capital, etc.

WGN-TV's new transmitter-antenna with 34-ft. mast atop Chicago Tribune Tower, rising 610 ft. above street level, should be ready for tests by May 15, regular service by June 1, Present studios in Daily News Bldg. won't be abandoned until new studio building adjacent Tribune Tower is completed.

Sen. Johnson's rip-snorting speech flaying FCC and industry "monopolists" (Vol. 5:17) is getting plenty of distribution: He reprinted it and sent it to all stations, also recorded exerpts "at request of some broadcasters"; NAB and FMA also reprinted it for their members.

ABC-TV has issued new rate card effective May 15, to cover 35 station affiliates, for which base Class A night rate would be $10,420.

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ing Chairman Hyde while Coy and Walker are abroad. Comr. Webster's reappointment to new 7-year term from June 30 was sent to Senate this week, is virtually certain to be confirmed -- and he and Sterling team well. Chairman Coy and FCC entourage sail for Paris telephone-telegraph conference next Friday on the Queen Elizabeth -- General Counsel Cottone following main group in early June.

Coy still thinks vhf freeze can be ended in September. He may return in mid-June for short checkup. But he and Walker may go to London international communications conference following Paris sessions, due to end about July 15. London affair is expected to run 2-3 weeks.

NEW TV STATIONS, PLANS & PROSPECTS: FCC this week lifted "citations" against CP holders WMBR-TV, Jacksonville, Fla. (Vol. 5:11) and WTVN, Columbus, O. (Vol. 5:7), gave each until fall to get on air with full powers. At same time it gave 3 more alleged "laggards" 20 days to say whether they want hearing on extension requests or will turn in CPs: WJAX-TV and WPDQ-TV, Jacksonville, and WEEK-TV, Peoria, Ill. And New Orleans Times-Picayune's WTPS-TV, cited last month (Vol.5:16), asked for hearing in protest against being cited as dilatory.

Commission indicated it has been satisfied WMBR-TV and WTVN mean business -- both promising to proceed with construction, latter announcing acquisition of 3 floors of Columbus' LeVeque Lincoln Tower for station, whose mast will rise 633 ft. above street. WTVN is promised soon after Labor Day, and it looks now like WMBR-TV will be Jacksonville's first TV outlet.

Three applications were filed this week, but one by WSAT, asking Channel 4, be assigned from Durham to Salisbury, N.C., was returned as inadequate. Other 2 were: For Saginaw, Mich., by John Lord Booth (owning AMs in Detroit and Flint, holding AM-CP for Saginaw, TV applicant for Flint), asking for Channel 8. He proposes spending $60,730 on construction, $58,000 on annual operation. His personal net worth is given as $1,046,821. For Boone, Iowa (pop. 12,273), by Boone Broadcasting Co., owned by publishers of daily News-Republican, asking for Channel 7 allocated pre-freeze to Fort Dodge, 35 mi. away. Applicant asks TV grant contingent on AM grant. [For details about these applications, see TV Addenda 7-E herewith.]

Notes on upcoming new TV stations: Three due to plug into coaxial June 1 for network service are WICU, Erie, Pa., now operating; WGAL-TV, Lancaster, Pa., due to start June 1; WDEL-TV, Wilmington, Del., possibly June 1...FCC turned down proposed interim 500-watt powers sought for WAFM-TV, Birmingham (Vol. 5:17) and WMBR-TV, Jacksonville (Vol. 5:18) on grounds it would reduce coverage...KDTV, Tulsa (Oilman Geo. E. Cameron Jr. and manager Mrs. M. H. Alvarez), after long CAA tribulations, has finally arranged to locate 46-ft. tower atop 396-ft. National Bank of Tulsa Bldg....San Francisco Chronicle's KRON-TV now estimates it will start around Aug. 1 ...WFMY-TV, Greensboro, N.C. (Greensboro News), now aiming for July tests after modifying 490 ft. FM tower for TV, buying DuMont transmitter; it's changing from originally assigned call letters WTLE...WKTV, Utica, N.Y. (Kallett theaters) now plans test patterns Sept. 1, formal debut Sept. 15.

RCA TAKES STOCK FOR STOCKHOLDERS: Biggest entity in radio, deriving much of its $357,000,000-plus (1948) revenues from broadcasting and from TV manufacture, patent licensor of nearly all other TV set makers, RCA continues to be keystone of the giant TV industry it launched right after V-J Day. Hence when its topkicks speak, it's news -- evidenced by big play the newspapers, particularly the financial journals, gave annual stockholders' meeting in Radio City Tuesday. Aside from impressive financial report for first 1949 quarter (see Sight & Sound), these were highlight statements at relatively serene meeting attended by some 600:

On business conditions: Chairman Sarnoff saw TV as one "safeguard against a serious economic recession." He added: "In the return to more normal business conditions, where the law of supply and demand is again in operation, and to a buyer's market in which competition is keener, it is clear that 1949 will be a more difficult year than 1948...While I do not foresee any major economic depression in the United States, I believe we should expect some adjustment in business conditions."

On "quick obsolescence" of TV receivers: "No one need hesitate to buy a

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Television Digest and FM Reports

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April 9, 1949

SUMMER OR FALL BEFORE 'FREEZE' ENDS: No one save Chairman Coy really thought FCC could end vhf freeze and get going on new allocations and grants by oft-promised June 1 date (Vol. 5:5,13). Now, even he has his doubts -- and a better guess would be well into summer or early fall.

Nor is there any disposition to hurry uhf along and get it started same time vhf freeze ends. There are still many in industry and FCC dubious about effectiveness (and political wisdom) of thawing vhf without doing anything about uhf, but instructions still are to get former out of the way first.

Looks now like oft-delayed Ad Hoc Committee report won't be in before April 18. Then it must be worked on by FCC staff for standards' revisions, new allocations; and then proposed by Commission -- with possible hearings, oral arguments and all the usual attendant delays, before being finally promulgated.

It's now definite, too, that Chairman Coy will head U.S. delegation to May 19 International Telecommunications Conference in Paris -- he sails on Queen Elizabeth May 13 with big staff. With Coy gone, it will devolve on Comr. Sterling to supervise TV thaw; he's due back from Mexico City International High Frequency Conference next week and must reacquaint himself with all the factors before taking hold.

It all adds up to summer or fall before wheels of vhf TV actually begin to roll again. Meanwhile, one manufacturer says he has $2,000,000 worth of TV transmitters in inventory, ready to deliver immediately. RCA is proceeding with factory construction of "guinea pig" uhf transmitter for Bridgeport (Vol. 5:8,13), though FCC still hasn't approved application for this first proposed satellite operation.

WILL TV CUT INTO RADIO BROADCASTING? Time was when announcements like these would cause the broadcasting industry to swell with pride: Radio 1948 time sales, $398,-580,000 (NAB year-end estimate). Daily newspaper 1948 national advertising, $389,-281,000 (ANPA report April 4). General magazine 1948 total display advertising, $425,709,354 (Printers Ink April 1).

In not much more than 25 years, radio achieves a volume exceeding the national business of 908 daily newspapers circulating some 50,000,000 copies in 664 cities! And pushes the gross of all the long-established magazines, including the slick and expensive media that circulate into the tens of millions!

But today the broadcasting industry is not quite so cocky, is somewhat puzzled, uncertain, inclined to take stock of itself. The basic reason:

What's this radio-born upstart TV going to do to the broadcasting business?

NAB's annual foregathering of the clan offers good opportunity to ponder and debate questions which we merely pose here -- leaving the answers to time and the industry's better minds and best informed opinion:

What will be the impact of TV on the business of broadcasting as a whole, already overcrowded with stations (1,924 AM, 702 FM), already suffering an access of competition in many areas, already feeling audience and some dollar inroads?

Can broadcasters play both ends against the middle, continue to make AM pay the TV piper while working toward the day TV can stand on its own fiscal legs let alone turn a profit -- indeed, even nursing the hope they can eat their AM cake and

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have it too? Facts: 50 of the 61 operating TV stations are AM-associated, supported by AM money; 49 of the 59 pending CPs for TV; 205 of the 320 pending TV applicants.

Will sponsors continue to pay present AM time rates as TV audiences grow and TV time rates soar? If it's true that most TV homes are lost to AM, how can AM maintain present rate structures in an area like New York, for example, after 1,000,000 out of its 3,500,000 homes are TV-equipped (probably by this year's end)?

Can the national networks, pillars of AM, accounting for fully one-third its total dollar volume, maintain their extensive and expensive structures if profitable (and relatively inexpensive) AM shrinks and still unprofitable (and very expensive) TV expands? Net earnings of CBS and ABC are already down considerably (Vol. 5:14), and it's an open secret that reduced billings are partly behind the exodus of Ed Kobak from MBS.

And if TV does cut into radio's "circulation," if sponsorships decline due to unwillingness to foot AM's time-talent bills and higher cost-per-listener, can the networks and major stations maintain balance sheets, let alone reserves, which could be thrown askew by the loss of only a few big accounts?

Can AM's big-name talent, some of it stratospheric in cost, boosted still higher by recent inter-network raids, continue to pay off for radio? On its own part, can this talent expect to go into TV and stay on AM, too? Working without scripts, their repertoires limited, will their faces and figures outwear their welcome on the TV screens? Can Berle, for example, and Godfrey last?

Must the TV star cycle (and rate card) shift to 13-times-a-year?

As stated, we merely pose the questions -- without essaying to answer them ...though the unfolding of the answers during the next few years will be our main task as observers of basic trends and developments in the radio arts and industries.

STATUS OF KGO-TV & OTHER NEWCOMERS: ABC's KGO-TV, San Francisco's second outlet, testing since Feb. 21, is now definitely slated for May 5 commercial inaugural, which should stimulate lagging TV set sales in that area. It will be No. 62 on the station roster, unless one of the other previously scheduled April-May starters (Vol. 5:9) pushes ahead -- extremely unlikely. KGO-TV starts with Philco distributor Thompson & Holmes Ltd. signed for 29 Oakland Oaks home baseball games (KPIX carrying San Francisco Seals) and will operate Tuesday thru Saturday. It occupies famed Sutro Mansion, Twin Peaks landmark, which houses both studios and Channel 7 transmitter, 600 ft. tower rising 1,362 ft. above the bay. ABC still hasn't decided on opening date for its KECA-TV, Los Angeles, now also testing.

New application filed this week by Scranton (Pa.) Times (WQAN) asks for Channel 11, makes it 4 for 3 in Scranton-Wilkes-Barre area. One application was dropped this week when St. Louis Globe-Democrat bought into KWK, also announced surrender of its FM station KWGD. KWK has TV application pending, also FM operating. Details of deal won't be made public until FCC application is filed, but it's understood newspaper has bought 15% or 20% interest in Convey properties for $125,000-$150,000, has agreed to buy more stock if KWK is granted TV and needs more funds. That leaves 5 seeking St. Louis' 4 remaining pre-freeze channels.

Scrutiny of CP laggards continues at FCC -- latest to be cited being E. F. Peffer's KGDM, Stockton, Cal., holding CP since Jan. 9, 1947; it must go to hearing to show cause for delays, fourth such citation pending (Vol. 5:14).

WGAL-TV, Lancaster, Pa., is now running daily test patterns 10-12 noon and 2-5 p.m., promises commercial start "no later than June 1"...Rochester's WHTM should get tests going by May 15, is now fairly certain to have network connection for June 11 inaugural (Vol. 5:14)...Latest from Omaha's WOW-TV is Sept. 1 target...WOR-TV, New York, start on June 1 is reasonably sure now with signing of Schaefer Beer to sponsor 13 Dodger games (also carried on WATV).

Chicago's WENR-TV (ABC) has acquired additional 4,000 ft. of studio space in Civic Opera Bldg., now has 3 studios, accounts for $300,000 in station business. This is aside from ABC-TV's Midwest network bookings of $400,000, according to v.p. John Norton Jr. "It is my opinion," he adds, "that ABC-TV in Chicago will go well past the million mark before the end of 1949."

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Television Digest and FM Reports

Trade Report
April 9, 1949

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SCANNING THE TV MARKET POTENTIAL: Forecasts and advices from the TV sales fronts:

Sylvania's research chief Frank Mansfield, in survey on "Attitudes of Non-Owners of Television," comes up with "indication" that 2,170,000 families may buy sets in 1949 but that 1,580,000 must be considered this year's probable volume "under present conditions of salesmanship, promotion, programming and confusion regarding pricing, frequencies and screen sizes." Sampling non-TV families in 8 TV areas (only 11% saying they had never seen TV), he projects market potential to calculate 16,600,000 homes can be considered eventual TV prospects. Most of 1949 prospects (850,000) are found in $3,000-$5,000 income class, with 550,000 in $5,000-and-up class, 180,000 in under-$2,000 class.

Avco's John W. Craig, Crosley gen. mgr., told National Retail Furniture Assn. April 5 that the 1,500,000 TV sets sold to date represent only 3% of saturation of the national market, predicted that over next 10 years TV more than any other product will bolster retail furniture, dept. store and appliance trades...Young & Rubicam research chief Peter Langhoff, speaking April 6 before American Assn. of Advertising Agencies in White Sulphur Springs, calculated today's TV sets at 1,400,000, foresaw tenfold increase within 5 years...FCC chairman Wayne Coy, speaking to New York Rotary Club April 7, stated that in 3 years (by end of 1952) there will be TVs in 17,000,000 homes, about half the homes in U.S.

TV's BEST SELLERS & OTHER ITEMS: Hottest items in the current TV receiver trade, responsible sources report, apparently are Admiral's 10-in. $399.95 combination console (4H15), Motorola's 7-in. $199.95 table model portable with attached indoor aerial (VT73), RCA's 10-in. $325 Bystander and 16-in. $495 table (8T270). They're reported to be the fastest selling items.

That isn't to say others are lagging -- at least, the heavily advertised brands. Philco, still unloading radio inventories with deep price cuts (Vol. 5:11), is very much a factor, though its TV production plans have been cut back (Vol. 5:13). DuMont, Emerson and GE, among the other mass producers, report they're doing well -- and a sleeper in the trade seems to be Sentinel's 7-in. portable at $199.95.

But the upsurge of Admiral is one of the industry's phenomena. It's even been reported in No. 1 position, but this is unlikely, though it's certainly one of top 3. All we can learn officially from Admiral, on inquiry, is that it's currently producing at rate of 100,000 sets per quarter.

Other news notes from the TV set makers: That "under $300" RCA set (Vol. 5:13) will be 10-in. table at $299.95, according to unofficial but reliable sources ...RCA's new installation and service policy permits indoor antenna installations, if within 2 Mv contour of a station, at $45 instead of regular $65...Raytheon's new "Belmont" 10-in. console with 70 sq. in. circular picture (Vol. 5:9) includes AM-FM and 45rpm, sells for $399.95...John Meck Industries has 10-in. table model (65 sq. in.) for $279...Fada has cut its 10-in. table by $50, now $325; its projection console $150, now $699.50. New Fada line, for April 25 delivery, includes 12½, 15 and 16-in. TV-only table models at $399.50, $524.50 and $499.50, respectively; also 12½-in. console with AM-FM-LP, $849.50...First RCA TV with new 45rpm changer is 10-in. console with AM-FM and 78rpm phono, "Madame X" changer being in separate compartment; it lists at $595, or $625 blonde...U.S. Television Mfg. Co. cuts price of 15-in. table models by $200; list now is $495, same as RCA 16-in.

Both Sylvania and DuMont cut prices of 12 and 12½-in. picture tubes to manufacturers and consumers, trend begun when glass makers cut bulb prices and DuMont reduced 15-in. all-glass tube prices (Vol. 5:8)...Brunswick, maker of period furniture TVs, is going in for custom installations, according to trade ad, using Protelgram projection as well as large-tube direct-view with AM-FM-3 speed phono...North American Philips v.p. L. J. Chatten, in introducing Protelgram units that throw

3x4-ft. images (Vol. 5:14), predicted projection sets priced down to $300 by 1952, revealed Protelgram unit sells for "under $100" to manufacturers, reduction of more than $20. Big picture job should be on market in 60-90 days, should retail for $500-$600, it's said. About 5,400 Protelgrams were included in TV sets in 1948, and it's predicted 1949 should see 100,000 made.

Note: Current Radio & Television Retailing (Caldwell-Clements) notes "trend toward projection TV," devotes 27 pages to projections, mainly Protelgrams.

'WE NO LONGER WILL USE IT'—ZENITH: Ever provocative, never one to run away from a good fight, Zenith's president Eugene F. McDonald Jr. doesn't retract his claims for uhf TV (Vol. 5:11-14). But he's obviously concerned about the overwhelming industry resentment he recently stirred up with his "obsolescence" advertising, for he addressed an April 1 letter "to all television manufacturers" which is quite placatory. It invites them to get behind uhf and make 2-band TV receivers. Not released to the press, it's Comdr. McDonald's first formal statement since the rumpus stirred up by his ads. He writes (underlinings and capital letters his):

"Some manufacturers have protested the statement in our advertising that only Zenith has built-in provision for accommodating the ultra highs. That statement was true when made -- but we no longer will use it because we now know of other manufacturers who may soon be on the market with two-band sets. We welcome this growth of competition and look for the day when every manufacturer can make the statement that they also have two-band receivers.

"I realize that in establishing the ultra highs as a commercial service we have problems to solve in building transmitters with sufficient power and coverage BUT THIS IS NO EXCUSE FOR DELAY ON THE PART OF MANUFACTURERS. We were told by many manufacturers that the industry could not effectively use the 100 megacycle band for FM; then we were forced to it and made it work. The sooner we manufacturers get going with UHF receivers, the sooner these problems will be solved and the sooner FCC will be able to establish full nationwide television service.

"No industry can be built by misleading the public or by keeping them in the dark on future developments with the hope of making two sales instead of one. Let us, as an industry, build that which will serve the public best. We can supply two-band receivers at a lower cost to purchasers than they would have to pay to purchase one of the present one-band receivers and then a converter, which may or may not work. Let us as an industry, move PROMPTLY to build public confidence and help the FCC make television a truly great, national industry."

Enclosed with letter is Zenith v.p. Henry Bonfig's statement to recent RMA board meeting (Vol. 5:12), and repeated are arguments for more TV channels and the need for uhf. "It is ridiculous to assume," is one point, "that there will be separate markets for vhf and uhf. If many satellite cities like Waukegan, Ill., near Chicago, or Camden, N.J., near Philadelphia, are assigned stations in the new uhf only, it does not mean that they will provide a market for single band uhf receivers. People in these cities will insist on reception from vhf in their areas and will demand two-band receivers."

TV PRICE-CUTTING AND TRADE-INS: Price-cutting still dominates merchandising of TV receivers, impelling the authoritative Retailing Daily to remark April 5: "With business on the down trend and competition tougher every day, discounting has squeezed so close to cost in some stores that TV may achieve the distinction of becoming the least profitable item on the sales floor."

In New York, it notes, some independent outlets are cutting 22 to 25% off list, commission salesmen sometimes getting as little as $2.50 on sale of a $500 unit. "The consumer no longer has to go out of his neighborhood to get the bottom price..."

Bendix is first manufacturer fixing trade-in prices, so far as we know; in lieu of price cuts, its dealers are accepting radios as well as TVs in trade. Bendix sells direct to dealers, who can take in old radio and allow $50 off the $349.95 TV model, $60 off $359.95 blonde version, $130 off $629.50 AM-FM-LP console.

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Television Digest and FM Reports

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March 12, 1949

(Reports on "The Zenith Story" in Special Section herewith)

TV vs. RADIO, 1949 DOLLAR STORY: No one except possibly RCA's license royalty collector and RMA's auditing firm really knows the relative standing of the top TV-radio producers -- and they aren't telling. Indeed, their figures would be off, even if they could tell, for RCA doesn't collect royalties from Zenith or DuMont (in litigation) and RMA membership doesn't include big Admiral and many lesser producers.

On the other hand, it's admitted by all hands -- and RMA figures make this plain (Vol. 5:8) -- that TV dollar volume is up, radio sliding downward both in dollar and unit volume. Best informed estimate is that 1949 will see 2,000,000 TVs produced at retail value of about $700,000,000 (average: $350 per unit), which means retail trade of close to $1 billion if you count aerials, tube replacements, servicing, etc. (Vol. 4:47). Best guess is that this year's non-TV radios won't exceed 11,000,000 units valued at $375,000,000 vs. 1948's 16,500,000 units valued at $525,000,000 and 1947's 20,000,000 units valued at $650,000,000.

We don't know where its figures come from (suspect guesswork in some instances), but United Business Service, Boston, in its March 7 letter, comes up with these statistics on "10 representative TV set makers" estimated to do 1949 total of $525,000,000 (note GE and Westinghouse not included, presumably because TV is still minor in their over-all operations):

Philco and RCA tied for top position, each with $110,000,000 worth of TV business, said to be 38% of total sales volume of each; Admiral, $50,000,000 (59%); DuMont, $50,000,000 (91%); Avco, $45,000,000 (30%); Motorola, $40,000,000 (53%); Sylvania (presumably radio subsidiary Colonial), $35,000,000 (33%); Magnavox, $30,000,000 (75%); Zenith, $30,000,000 (33%); Emerson, $25,000,000 (56%). We know some of these estimates are far-fetched, don't jibe with known company figures for 1948 or expectations for 1949; but we cite them merely to show what one big investment service thinks of the relative positions of leading companies in the field.

UHF CHALLENGES THE ENGINEERS: Uhf TV has really knitted brows of the nation's radio engineers. That was readily apparent at huge IRE convention in New York this week, approx. 15,000 attending. We got the impression that vhf was considered pretty well in hand, that a fairly happy solution to freeze is in prospect. But uhf is the problem child. As DuMont's T. T. Goldsmith pointed out, vhf and microwaves benefitted greatly from wartime work, while uhf got secondary attention.

High power, of course, is the uhf bugaboo. Currently, most promise lies in tube "cluster" idea (Vol. 5:7) and the resnatron (Vol. 5:8). Eimac and RCA showed how to use apparently unlimited number of small tubes to get considerable power, but they differ in opinions about that way of achieving power. Former finds technique quite attractive, better in many ways than one or two big tubes, in fact. Latter considers it something of a jerry-built expedient while big tubes are being developed. The resnatron, capable eventually of perhaps 25 kw, was described by Collins' W. W. Salisbury.

But even optimistic uhf proponent Goldsmith estimates it would take 1-1½ years, after FCC commercial "go" signal, to build uhf transmitters suitable for TV, but only 6 months to make receivers. Philco's Joseph Fisher takes a gloomier view.

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On basis of Washington 504-510 mc field tests, he feels much more power is necessary (125 kw or better) and that it will take 3 years or more to get it.

JTAC, troubled by talk of FM for TV picture (Vol. 5:3,5), took time out from sessions to work up history of system -- pointing to its inadequacy -- for submission to FCC. Group estimates it would take some $250,000 and 6 months to test system to prove something for which it believes there is already sufficent proof.

Relaxed tension over vhf, troposphere, freeze, etc. can be credited in great part to synchronization, which looms more and more as an electronic feat of unusual brilliance and timeliness. We're told that in some respects it works even better outside the laboratory than in. Some engineers have been wondering how well it will work with stations at corners of a triangle. But RCA developer Ray Kell says: "I see no problem there." Test will come in synchro-linking Boston's WBZ-TV, Schenectady's WRGB, New York's WNBT in about 6 weeks. RCA's O. M. Woodward described unidirectional receiving antenna, also useful in reducing co-channel interference.

Note: While in New York for IRE convention this week, we dropped in on store of big Davega chain, which sells many brands including Zenith, asked salesman about Zenith ad. "Nothing to it," he said. "It won't receive anything the others can't. None of these sets will be obsolete. Zenith is just trying to sell sets."

ERIE'S WICU IS 57th TV OUTLET: Add WICU, Erie, Pa., to your log of TV stations, 57th to go on the air. It begins regular schedule next Tuesday, March 15, thenceforth will operate 20 or more hours per week -- 6 p.m. to sign-off daily except silent Mondays. It starts with some $4,500 in commercials on the books for first 30 days (base night rate: $150), accounts including kine recordings of Philco Playhouse, Toast of the Town, Arthur Godfrey for Chesterfield, DuMont's Window on the World -- plus Telenews sponsored by Koehler's beer and various national and local spots. Despite earlier statement by AT&T (Vol. 5:10), Erie and WICU will tap into Buffalo-Cleveland coaxial June 1 or earlier and station will feed off all 4 networks (had contracts with all save ABC by end of this week). Big promotions in Erie Dispatch, also owned by Edward Lamb interests, plus open houses, intensive dealer activity, have already brought 1,500 receivers into Erie area, and 3,000 installations are anticipated within next 30 days. Good break for WICU was dispatch of Life Magazine crew to do picture story of TV opening in typical medium-sized American city (Erie now claims to be Pennsylvania's No. 3 market).

To list of CP holders cited for hearing for lack of diligence in TV construction (Vol. 5:9), FCC added Jacksonville's WMBR-TV this week. It has held CP since May, 1948; city's other 3 CP holders got grants in August, 1948. One new application was filed this week, bringing total in pending freeze file to 318: For Beaumont, Tex. -- Sabine Television Corp., seeking Channel 3, second in for area's 4 channels. [For details of application, see TV Addenda 6-J herewith.]

IT'S THE IMPACT NOT THE COST: Does TV advertising cost too much? Here's one top adman who's convinced its impact overshadows all questions of added expense. Rhetorically replying to sponsor-agency squawks against rates and program costs, Foote, Cone & Belding's Chicago v.p. J. Hugh E. Davis used some vivid language at Chicago Television Conference this week: TV's a "precocious, headache-making, money-sucking, hydra-headed infant," said he, but it's going to be advertising's "prize-winning baby." He compared 3 TV kid shows with Nielsen rating of 81 to 4 radio juveniles with 26, asked whether any advertiser wouldn't put out twice his current radio expense for that kind of audience. He also rhetorically asked how major advertisers could overlook estimated July New York TV set total of 605,000 (as many as there are families within city limits of Philadelphia), and by implication warned broadcasters to prepare for rate adjustments since TV cuts into radio listening. Along same line, CBS's Jack Van Volkenburg said new $1,500 base rate of WCBS-TV means cost to advertisers of $2.72 per thousand TV sets (vs. $4 in January), noted that retailers were largest single category among today's 1,000 TV advertisers. Another noteworthy fact pointed out by Mr. Davis: Some TV advertisers are actually redesigning their product packages to make them more telegenic.

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Television Digest and FM Reports

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'The Zenith Story'
March 12, 1949

AS WE SIZE UP 'THE ZENITH STORY': It's Zenith vs. the entire TV industry on Comdr. Gene McDonald's widely advertised thesis that Zenith's TV sets -- and Zenith's alone -- won't be obsolete when uhf is added. From where we sit, it looks like a knock-down-drag-out which nobody's going to win and which may slow down the billion-dollar TV industry's meteoric pace. Unless a halt is called to the bitterest trade outbursts in all radio's checkered history, a lot of folk are going to get hurt -- manufacturers, distributors, dealers, telecasters. Irony of it all is that the main target of McDonald's attack, RCA, and the dozen biggest among the 100-odd manufacturers presently engaged in TV manufacture are best able to withstand the onslaught by reason of their market and financial positions. For no one feels today's TV can be stopped -- though it could be slowed down.

First, let's reemphasize what we stated last week (Vol. 5:10) in reporting on talk by FCC Chairman Wayne Coy: There is no plan afoot to take away any of TV's present 12 channels. Not even Zenith claims that. What the fight's all about, then, resolves itself to this:

Has Zenith played fair in its full page ads of March 6 and 13 captioned "Expected changes in wavelengths will not obsolete Zenith television"? [See enclosed facsimiles of both ads.] Comdr. McDonald said 26 newspapers accepted, 10 rejected March 6 ad which makes flat claim that only Zenith's sets are ready for new uhf channels as and when they're added. Yet, these are the unquestioned facts:

(a) FCC hasn't allocated uhf yet, nobody knows what portion of band will be allocated for black and white or color, no commercial stations on uhf are in prospect for a year or more.

(b) If uhf allocations are made before year's end, which is likely, Zenith assumes uhf standards will be same as for present vhf, also likely -- though fact is this hasn't been officially decided. For example, as against present 6 mc bandwidth, there's some sentiment for 8 mc, 10-12 mc, color, or polycasting (using FM). Zenith's turret tuners admittedly would be useless on anything but 6 mc.

(c) Also undecided is whether and where uhf will be added: Will existing vhf cities get them? Will there continue to be vhf-only cities? Will there be uhf-only cities? Answers aren't forthcoming from FCC yet, though some intermingling is likely (Vol. 5:9), and on FCC's allocations rest determination whether present TV sets will be adequate. Meanwhile, in today's 32 TV areas each owner must decide for himself whether he's getting his money's worth out of today's TV service, which is in no danger of being curtailed by loss of any present channels.

Main point is that FCC hasn't acted yet, is still working on tough technical problems, presumably has situation in hand. Certainly, under Chairman Coy, whose relations with McDonald are as pleasant as with most other industry leaders, this Commission isn't under any undue influences. There's also the inescapable fact that the first projected uhf station planned for full scale "guinea pig" operation, in Bridgeport, Conn. (Vol. 5:7), hasn't even been authorized yet, much less built. Nor is much known about uhf propagation due to lack of sustained experience, and it's a fact that no one yet has come forth with power tubes capable of doing a job comparable to today's vhf.

In a word, then, vhf is here to stay, uhf will be added -- though when and how and where remain to be decided by the FCC. Meanwhile, the Zenith ads fell like a bombshell on the flourishing TV market, its impact threefold:

1. Struck fear into trade lest public be discouraged from buying sets in areas already TV-served. Aroused bitter resentment among most manufacturers, for a depressed radio market was just beginning to turn into a lush TV business. Angered most telecasters, dependent on continued set sales for increased "circulation."

2. Paralleled another "loaded" letter from Colorado's Senator Johnson, indicating his Committee on Interstate Commerce will investigate monopoly, patent

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trade practices -- though date isn't set yet. This has aroused FCC to
exasperation since it felt last week's answer to Sen. Johnson (Supp. 63)
uation with respect to vhf freeze and uhf allocations and standards was
well in hand and shouldn't be obfuscated by semblances of duress.

Had the entire radio technical fraternity in a dither, with nearly every-
RE's big New York convention talking about it; with Zenith's activity due
en up at RMA board meeting in Chicago next week.

eanwhile, FCC will say nothing, coyly refers all inquirers to its letter to
son. Federal Trade Commission, to whom some rival manufacturers appealed,
say nothing officially except that it has been approached. It's understood
een studying TV receiver advertising for some time -- not merely Zenith's
on's "long distance," GE's "daylight" and certain kit claims. FTC investi-
d study routine usually runs months, outcome sometimes never made public
ertisers follow FTC suggestions.

here are so many facets of "the Zenith story" that we'll treat each of the
3 angles separately in the three items that follow...

AND REACTION IN THE TRADE: Inside the trade, the cauldron was seething as
this letter, probably will go to boiling point when second ad appears this
March 13). Some manufacturers at first seemed nonplussed by Zenith's obvi-
ications. Many were bitterly angry. Several of the very biggest apparently
ertain what to do about the latest publicity coups sprung by Comdr. McDon-
revels in "doing the unorthodox" (his own words), enjoys nothing more than
role of rugged individualist, put his big company into TV production rather
an most other big radio manufacturers (Vol. 4:47) after first plumping for
hen leveling some pretty strenuous criticism of black-and-white TV, adver-
upport, etc. (Vol. 2:25, 3:31).

Most had little to say publicly, plenty privately. RMA had no comment pend-
March 15-17 board meeting in Chicago's Hotel Stevens, where fur is expected
Zenith is RMA member). Sightmaster's Michael Kaplan called meeting of set
n New York Ad Club March 21 to form new organization to serve as guide and
n for TV. TBA president Jack Poppele issued statement assuring present and
ive set owners today's receivers aren't obsolescent. Better Business Bureau
rted studying issue. Meetings of some of the big boys were being held,
guarded against publicity for fear of conspiracy charges.

"Sour grapes," some rivals called the Zenith outburst, quoting reports from
country that Zenith's circle-faced sets haven't been selling and claiming
McDonald's move was "act of desperation." One even said he had information
nith employment rolls had dwindled perceptibly.

It remained for Admiral's Ross Siragusa, non-RMA member, to tackle his Chi-
val aflying. He sent an emissary to Federal Trade Commission, asked for
(Motorola also wired protest) but filed no formal complaint. Upon hearing of
ad, Admiral wired every newspaper in every TV area to caution that the "ac-
of the advertisements is questionable and the appearance of the ads would be
ntal to the entire TV industry." According to Comdr. McDonald, only 10 out
ejected the first ad. These included Chicago, Milwaukee, Buffalo, Cleveland
ers, some owning TV stations; Newhouse's Newark Ledger was reported to have
ad after 4,500 run. New York Times, Herald Tribune, Washington Post, Retail-
iladelphia Inquirer, Detroit News, St. Louis Post Dispatch, Los Angeles Times
4 owning TV stations) all carried March 6 ad. Comdr. McDonald said Friday
"so far heard from very few papers on new [March 13] ad. The Chicago Trib-
icago Herald-American and Chicago Sun-Times, who refused our last week's ad,
dvised us that they are accepting this week's new ad."

When Siragusa heard Zenith would offer TV stations a film showing how sets
e obsoleted (our understanding is that film treats mainly of Phonevision; Vol.
his ad manager Seymour Mintz wired all stations to "check film for accuracy"
CC and FTC. This led McDonald to state, with obvious relish: "I don't know
would be offering our Phonevision film to TV stations before even I had seen
Check at several independent stations indicated no such film had been offered.

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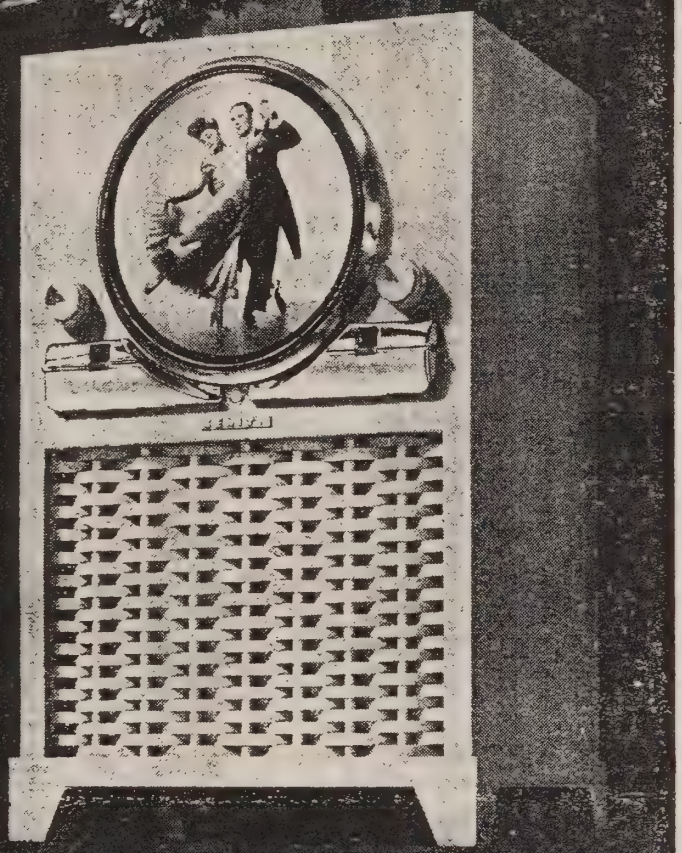
These are the ads causing all the rumpus!

Expected Changes in Wavelengths will not Obsolete Zenith Television



ZENITH* is the only television receiver on the market today with a specially designed *built-in* turret tuner with provision for receiving the proposed new ultra high frequency channels on the present standards.

When you invest in television, now or later, be sure that you buy a television receiver with positive *built-in* assurance that it *will not* be made obsolete by any contemplated changes in television channels.

With Zenith Television no "converter" will be needed.

INSIST ON ZENITH TELEVISION—with the exclusive Giant Circle Screen—the sensational Bulls Eye Automatic Tuner, *your insurance against obsolescence*—and other Zenith developments found in no other television set. Truly, it is today's television receiver with a future.

ZENITH
REG. U.S. PAT. OFF.
TELEVISION
and *LONG DISTANCE* RADIO
REG. U.S. PAT. OFF.

Released Sunday, March 6, 1949

(See other side for March 13 ad)

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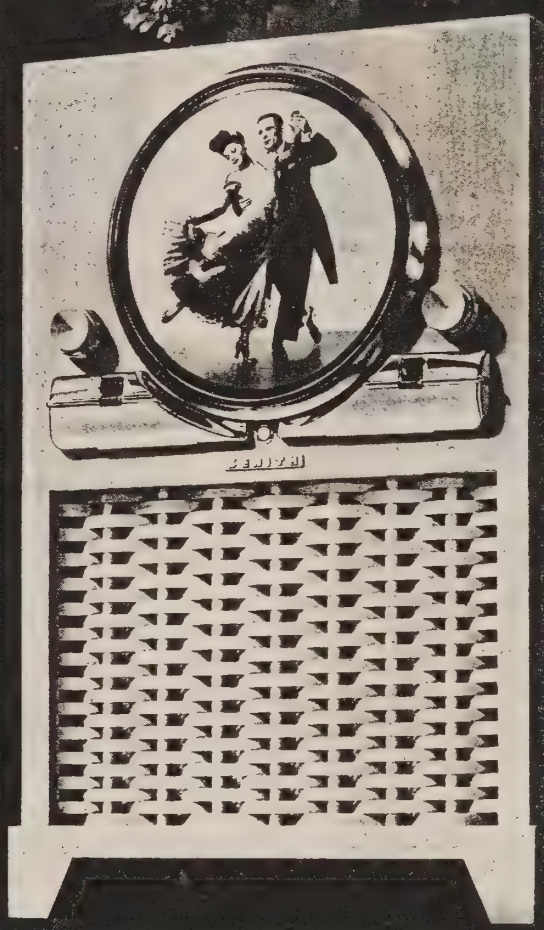
Expected Changes in Wavelengths will not Obsolete Zenith Television



Some facts the Public is entitled to know

In a published letter written in the public interest by Senator Edwin C. Johnson, Chairman of the Senate Committee on Interstate and Foreign Commerce, dated February 15, 1949, to the Honorable Wayne Coy, Chairman of the Federal Communications Commission, Senator Johnson said among other things:

Quote: "Also, we are concerned deeply with respect to the marketing of television sets. Television-set manufacturers and spokesmen for some broadcasters have repeatedly declared that present-day sets will not be outmoded in the near future. Nevertheless, it appears obvious to us that when and if licensing is authorized in the ultra-high-frequencies and television develops in those frequencies, television sets being manufactured today will be obsolescent. While it is contended that an attachment can be made which will meet such a contingency, in part, we are not greatly impressed with the efficacy of similar attachments for FM frequency shifts. We note that no purchaser of a television set today is warned or advised that such an attachment may be necessary or, in fact, that in a matter of a few months or years, the set for which he is paying $200 to $1,000 may be junk. We wonder, therefore, if some action cannot be taken by the Federal Communications Commission which would result in set-manufacturers making clear to such buyers that caveat emptor should not enter into the purchase of such a highly complex and intricate mechanism as a television set.

"We understand that the Federal Communications Commission has no present legal authority to compel such action. If the Commission is of this opinion also, or that suggestions to television manufacturers to correct this practice may fall on deaf ears, we would appreciate recommendations for legislation to meet this problem. The public requires protection." **Unquote.**

Chairman Wayne Coy, by direction of the Federal Communications Commission, in responding to Senator Johnson's letter on February 25th, said among other things:

Quote: . . ."The 12 channels presently available for television are not nearly enough to take care of the demand." * * * * "Of course, if ultra high channels are added there will be some obsolescence. To be sure, converters can readily be made which will alleviate the matter somewhat, but as recognized in your letter converters are not as satisfactory as regular receivers." **End of quote.**

In its May, 1945, published report the Federal Communications Commission stated,". . . there is insufficient spectrum space available below 300 megacycles to make possible a truly nation-wide and competitive television system . . . development of the upper portion of the spectrum is necessary for the establishment of a truly nation-wide and competitive television system."

In a public notice issued on May 5, 1948, the FCC reiterated its opinion of May, 1945, and pointed out that the 475-890 megacycle band would have to be used for television if this country were to have a nationwide competitive system of television.

So public notice has been given by FCC.

FOR YOUR INSURANCE

EVERY Zenith television receiver is equipped with a specially designed *built-in* turret tuner with provision for receiving the proposed new ultra high frequency channels on the present standards.

With Zenith television no "converter" will be needed for proposed new ultra high channels.

ZENITH RADIO CORPORATION
Chicago 39, Illinois

ZENITH
REG. U.S. PAT. OFF.
TELEVISION
and long distance RADIO

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Dealers and distributors were bitterest, including some Zenith franchisers, as reflected in column after column of quotes from all parts of the country carried in Retailing. Typical items: "Mad as hornets" -- Detroit. "Why throw a monkey wrench into the works" -- Washington. "Confusing consumers and angering dealers" -- St. Louis. Some dealers said sales had not been affected, but nobody seemed happy -- not even Zenith dealers. Retailing reported from San Francisco the dealer observation that Zenith model so highly touted now would be out of date by time uhf would be in use there.

Coming in wake of AP's misleading story last week (Vol. 5:10), which was widely published even in TV-owning newspapers, the trade waters really were muddied. Milwaukee Journal, which carried AP story, devoted 2 columns March 6 to set things straight -- a good article to pass on to distributors and dealers. Most manufacturers were writing their distributors to "explain situation" so as to enable them, their dealers and clerks to answer mounting volume of questions from public.

II—ANOTHER LETTER FROM CAPITOL HILL: What's in back of the mind of Sen. Ed Johnson, who "plays it dumb but knows the score," as those who know him put it? To some extent, his thinking was indicated Wednesday when he issued another letter calling on FCC for its data on (1) patent monopoly and (2) rules and decisions on anti-trust violators. Like his TV questions, which FCC answered last week (Vol. 5:9; Supp. 63), this letter too was "loaded," indicates clearly that the Colorado Senator sees radio as fair game and intends to follow the Western tradition of attacking "monopoly."

Wording of new letter makes it clear he has benefit of industry and government advice, implies hearings on TV allocations as well as "monopoly," may even presage extension of freeze beyond expected thaw date if Commission gets all tied up in such hearings. His thinking was also manifested in these sentences: "In this connection, it is alarming to learn that 10 or more very important daily newspapers owning TV licenses this week refused advertising which sought to caution the public concerning the usable life of TV sets. If, as a matter of truth, the FCC does permit TV to develop and expand, many TV sets now being marketed will suffer early obsolescence." This, of course, was grist for the Zenith publicity mill.

He's concerned, the Senator writes, "with making certain that in eventually adopting standards for TV operation, the Commission does not tolerate standards which permit or promote monopoly control...would not foreclose competition and freeze development in the art to the whim and will of whoever may be dominant in the industry." Obviously aiming at RCA's big patent pool, Sen. Johnson seems to be picking up last year's inquiry initiated by New Hampshire's firebrand Senator Tobey (Vol. 4:20), which had RCA executives defending their position on FM. RCA's patents are under court attack by Zenith (Vol. 4:50), which is represented on the Washington scene by ex-Senator (now attorney) Wheeler, who formerly held Johnson's post.

Data on rules and hearing decisions concerned with anti-trust violators is also requested -- even about "persons not convicted or adjudged guilty but whose conduct or operations with respect to anti-trust laws is such as violates the standard of 'public interest, convenience and necessity'..." FCC is already studying movie anti-trust decision (Vol. 5:5-8), last week even put 3 Westinghouse FM stations on 90-day temporary licenses because of Jan. 19 N.J. court decision in Govt. case against GE's alleged electric bulb monopoly which also involves Westinghouse.

Wording of certain parts of letter indicate "inside FCC" sources, especially with respect to patent information. There's even intimation TV freeze may be with us for longer than Chairman Coy's July target date (Vol. 5:10), for the Senator asks information be furnished promptly "so that decisions can be formulated during the inactive period while the Commission has frozen processing applications and [TV] is confined to relatively few of the areas where the allocations in the vhf frequencies have been made."

One thing should be noted: Letters are Senator Johnson's own, not passed on by full Interstate Commerce Committee, who like Sen. Johnson are already beginning to hear from manufacturers and dealers. One small manufacturer, Remington, who wrote strong protest to Johnson, sent copies to his own Congressional delegation. Other members of committee are: Senators McFarland (D-Ariz.), Myers (D-Pa.), McMahon

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(D-Conn.), O'Connor (D-Md.), Johnson (D-Tex.), Kefauver (D-Tenn.), Tobey (R-N.H.), Reed (R-Kan.), Brewster (R-Me.), Capehart (R-Ind.), Bricker (R-O.). Committee has pending a request for $15,000 to continue last year's study by Senators Tobey and McFarland, first report of which concerned itself with clear channels, TV, FM, FCC organization (Vol. 5:5).

Sen. Johnson sees vhf and uhf channels intermingled; that's clearly stated in his reply to Remington's Robert Kramer objecting to implications in original Feb. 15 letter to FCC. Johnson called vhf-only and uhf-only allocations "purely hypothetical" but asserted, "It is logical to assume that those cities which today are limited in the number of allocations [will] have assigned to them additional television stations in the uhf band." He added: "The FCC has no legal power to protect American buyers other than to make a public statement warning the purchasers of television sets of the likelihood of pressing technological developments."

With respect to current TV issue, industry might well consider asking for full committee hearings to air whole "obsolescence" controversy -- to spread not merely the stories of big fellows like RCA, Admiral and Zenith on the record but also those of the scores of little manufacturers trying to gain foothold in the new TV industry. TV can stand a public probe far better than any "battle of publicity"; the kid's too healthy now and too promising to have its growth stunted in infancy.

III—WHAT THE TECHNICIANS ARE SAYING: "Zenith has something none of us knows anything about -- or else Comdr. McDonald is simply bluffing."

There you have the epitome of what the unbiased engineer, who isn't industry connected, is saying about Zenith's turret tuner for uhf. We've been trying to nail down some expert engineering opinion on the Zenith controversy to add to what we reported last December (Vol. 4:51). Best we can get is guarded comment, for electronics enginers are too cautious these days to make categorical statements about an art so magical as TV.

At IRE convention press conference with DuMont's Rodney Chipp, Federal's Trevor Clark, GE's E. H. Vogel, RCA's George Beers, this was essence of comment: "We haven't seen the set pick up uhf. Theoretically, it can. But we don't see how the 'replaceable strip' idea can do it economically and well at the same time."

Then, when we wired Comdr. McDonald to ask exactly how much work and cost is involved in switching set to add uhf, explanation was same as when it was first announced (Vol. 4:47). He wired back: "Changeover involves removing two screws and substituting an ultra high strip for the very high strip."

Oddly enough, we've found no one -- not even among biggest manufacturers -- who says his laboratory has taken set apart, run it through exhaustive tests. Thus no one will say precisely what it will or will not do. One prominent researcher guessed it might be all right at low end of 475-890 mc uhf band, but was very dubious about high end. Electronics Magazine's editor Don Fink, who can speak impartially, wonders how set compensates for drift, generally a serious problem in uhf.

Engineers also point out that no receiver is known to be satisfactory until it's under actual regular broadcast conditions -- witness early troubles on Channels 7-13 -- and no uhf field tests have been announced since RCA-NBC's in Washington last year (Vol. 4:37, 45). Philco's Joseph Fisher reported to IRE this week on 60-location tests on this setup at distances of 1½ to 23 mi. on 504-510 mc. He found advantages were that man-made noise (such as ignition) and multi-path transmissions (ghosts) had less effect on picture quality than on vhf. Contrariwise, shadow effects from hills, buildings, trees, etc. were greater on uhf, requiring higher antennas and 4-5 times as much power. Mr. Fisher predicted it will take 3 years or more to develop uhf transmitters with power needed.

Only Zenith receiver reported tested for uhf during Washington tests was in home of FCC Chairman Wayne Coy, and he won't comment publicly. Uhf strips aren't available yet, nor so far as we can learn has any Zenith rival tried to make some of his own.

Suggestion: Why not submit Zenith turret tuner with uhf strips to an impartial agency, like the Bureau of Standards, for tests and unimpeachable appraisal?

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'RADIO MARKET HAS GONE TO HELL': Dominating all industry trade talk this week was "the Zenith story" -- see Special Report herewith -- but there were also other significant developments. Most important, perhaps, is Philco's "price-cutting to end all price-cutting." Sixteen table and console models in its radio line (none in TV) are reduced $2.45 to $60, effective next week, the costlier ones including FM and phono. Best information is that, in areas of high-pressure cut-rate selling and markedly in TV areas, the "radio market has gone to hell." Hence Philco's decision to take loss of millions of dollars in order to move some $15,000,000 in distributor-dealer inventories. Liberal terms are extended to distributors, plenty of leeway on price variations, trade-ins, etc.; indeed, one model (904) listed at $54.95 is cut to $29.95, cost to distributor only $8.75. Push-button 901 listed at $44.95 can be sold at $14.95; No. 1607, cut from $229.95 to $169.95; 1603 and 1605, down $50 each to $139.95 and $149.95; 1405, down from $129.95 to $89.95. Most other cuts range from $2.45 to $10 -- table models. A dozen or more other radio models stay same price, though some are being retired from line. No new models are scheduled before May or June.

Note: Philco unloading of radios recalls remark by Admiral's Ross Siragusa in recent speech before N.Y. Security Analysts (Vol. 5:8): "I'm not going to kid you about our console radio-phonograph business. That business has almost completely disappeared." And there's also current report from small but solid old-line radio producer Stromberg-Carlson, that 75-80% of its receiver production facilities are now devoted to TV. [See also story on TV vs. Radio, p. 1.]

TV-AM-FM TABLE MODEL AT $375: An RCA 10-in. table model with AM-FM at $375 hits market in week or two, embracing same 29 tubes, 2 rectifiers as basic $325 TV-only model. It has 3-band switch, with AM and FM manually tuned, TV using current RCA station selector; price is same as RCA's famed original 630TS. Console version will be $425. Shortly, too, RCA's $495 TV-only 16-in. table model will be offered as consolette at $550 (modern), $595 (period). These are only new models RCA says are due in near future; no intimation yet of any cut in prices of 10-in. TV-only units (Vol. 5:10). Note: Only other 10-in. table with AM-FM we know of is Garod's at $385; Crosley has one with FM added at $299.95 (Vol. 5:10), and there are various 12-in. with FM. Other news of the TV trade:

Further in connection with Emerson's plans (Vol. 5:10), it's reported to have a small TV portable in the works for market in about 2 months; its 16-in. console combination ($599.95) is due out next week, projection (Vol. 5:2) week or so later. Emerson also disclosed it produced 43,000 TVs in fiscal 1948 (ending last Oct. 31), expects to produce 150,000 to 200,000 current year...Packard-Bell reports additions to line: 10-in. table at $279.50, consolette $299.50; 12-in. console with AM-FM-LP and recorder, $639.50; 16-in. console with AM-FM-LP, $1,295 -- all with "expanded" pictures...Starrett has reduced 12-in. consolette from $795 to $695; 15/16-in. (tube sizes interchangeable) consoles with AM-FM-LP, from $1,575 to $1,095; same in breakfront, from $1,770 to $1,275; has new 15/16-in. console at $695, with AM-FM-LP $849...International Television Corp. now reports 12-in. table at $399.95, down $75; 12x16-in. projection consolette, $795; 27x36-in. projection console with AM-FM, $1,995.

Kimble Glass showed face plate of rectangular tube (Vol. 5:1) at IRE convention, plans fall production. Tube weighs 15½ lb. (in minimum-lead glass), will give about same size picture as 16-in. round (20 lb.), but uses less glass, will cost less. Company insists glass can beat metal tubes price-wise in long run, particularly since metal needs insulation...GE showed its 8½ and 16-in. metal tubes at IRE but doesn't expect to produce them until "later in year"...Westinghouse has abandoned idea of going into picture tube production, for time being at least.

Two more new set makers announced in Los Angeles: Telindustries Inc., 4921 Exposition Bldg. (H. L. Greenberg) reports 10-in. table at $354.50; 12½-in. consolette, $434.50, both "expanded" pictures. Hollywood Electronics, 7460 Melrose Ave. (Harry L. Shaffer), says it will have 16-in. custom-built remote control sets out in 6 months...Disclosed as suppliers for new private-brand Firestone TV (Vol. 5:10) are Tele-tone and Sentinel.

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Zenith reports net profit of $2,025,781, equal to $4.11 per share, for first 9 mo. of fiscal year ending Jan. 31; for same period last year net was $2,116,324 or $4.30 per share. Third quarter accounted for $1,041,246, or $2.11 per share. Zenith did not give out sales figures but says third quarter, first for TV shipments, were "highest in the company's peacetime history." Report adds: "Because of increasing TV sales, it is anticipated that despite some decline in radio receiver sales and the possibility of a decline in auto radio sales . . . future monthly volume will continue at a higher rate than last year." Disclosed was $4,000,000 loan from First National Bank of Chicago to finance expansion and recent purchase of Rauland Corp. (Vol. 4:50).

Sylvania reported 1948 sales of $99,347,751 and a record net income of $3,823,382 ($2.84 a share on 1,206,550 capital shares) vs. 1947 sales of $95,715,638 and profit of $2,507,075 ($2.10 per share on 1,006,550 shares) in statement this week. Coincidently, Sylvania filed registration statement with SEC for 250,000 shares of no-par common to be offered shortly at price to be set later. Statement says company last year set program for expansion of TV picture tube production, using $2,000,000 of treasury funds, then raising $4,000,000 through sale of stock. Tripled production program now envisages total investment of $11,000,000, hence new stock issue.

Stockholders' protective committee has been formed to probe "full facts and financial circumstances" of proposed sale of Farnsworth to IT&T (Vol. 5:7); it's headed by Robert W. Kenny, 475 Fifth Ave., New York, ex-Attorney General of California and a "substantial stockholder of Farnsworth." Also pending is court action by stockholder Harry Hecht to halt deal (Vol. 5:8). Stockholders meeting to ratify 12-shares-of-Farnsworth-for-1-IT&T deal is set for April 14.

Motorola 1948 report says last year's TV production exceeded 100,000 units, with dollar volume of about $15,000,000 (out of $58,000,000 sales); estimates that at least half 1949 volume will be TV "qualified in part due to shortage of picture tubes . . . to be overcome by early summer."

Philco preliminary report indicates 1948 sales of about $275,000,000, highest in history, 21% above 1947's $226,508,000.

Emerson Radio reports net profit of $808,845 ($1.01 per share) for 13 weeks ended Jan. 29, compared with $763,190 (95¢) for same period last year.

Disagreement on Cincinnati-Louisville overlap measurement between WLW engineers and FCC counsel caused 30-day adjournment of WLW-WHAS purchase hearing (Vol. 5:10). Hearing will resume April 4.

"Rent a TV" for $1 per day (7-in.), $1.50 per day (10-in.), indoor antenna installed, minimum rental period 15 days. This offer by Boston's Summerfield dept. store reportedly drew more than enough to place the 250 units made available for this merchandising scheme. If set is kept 90 days, customer can apply daily payments toward purchase price of the rented set or any other set desired.

Personal notes: G. Richard Swift now mgr. of WCBS, New York, succeeding Arthur Hull Hayes, now San Francisco v.p.; Jules Dundes named sales chief of CBS's KQW, San Francisco . . . Elmer Davis, ABC, elected president of Radio Correspondents Assn., Washington; Bill McAndrew, NBC, v.p.; Pete Tully, Yankee Network, secy; Bill Shadel, CBS, treas. . . . Rear Adm. Thomas P. Wynkoop Jr., USN (ret.), new president of Radiomarine Corp. of America . . . Fred Gigax quits as executive v.p. of Scott Radio, president H. S. Darr taking over duties.

IRE sidelights: Engineers got in a few laughs between the sines and cosines. After description of new sweep circuit by Bell Labs' B. M. Oliver, session chairman Don Fink suggested it might "enable us to see a chorus girl in her true proportions" on TV. Quipped bright young Dr. Oliver, "I wonder about that. Some of those distorted proportions are very interesting" . . . Bendix announced new remote control device for automatic positioning of microwave antennas to receive remote pickups . . . Altec Lansing smartly promoted its thumbnail-sized microphone by providing it for all session speakers; it worked beautifully . . . GE has optics expert making intensive study of optimum TV viewing distances . . . Washington consultant Frank McIntosh exhibited his new patented audio amplifier; offered it for sale.

Our 1949 Directory of Consulting Radio Engineers is about completed, will shortly be mailed to all full subscribers. Among new firms listed: Gautney, Ray & Price, Warner Bldg., Washington, taking over practice of late John Barron (former associates Geo. Gautney, Homer Ray, John Price). Also Walter F. Kean, ex-mgr. of Andrew Corp. broadcast consulting division, now in private practice at 114 Northgate Rd., Riverside, Ill.

Network program notes: CBS-TV has signed Buick for Wed. night hour variety show, time not yet set . . . Admiral has optioned *Broadway Revue* on NBC-TV thru Jan. 20, 1950, but show vacations 13 weeks from June 10 . . . Delta Div., Rockwell Mfg. Co. (Homecraft tools) sponsoring *That's O'Toole* on 6 ABC-TV stations, Sun. 4:45-5 p.m., starting March 13 . . . ABC-TV starts *Ray Knight Revue*, sustaining, 8 p.m., March 15 . . . ABC postpones "until April" TV release of *Crusade in Europe* film series based on Eisenhower book (Vol. 5:8).

RCA has $11.95 indoor antenna, end-loaded dipole, made so it can be positioned on any piece of furniture in room, rotated for best results. It has base of birchwood for decorative effect, comes with 20 feet of 300-ohm lead-in wire. An indoor antenna at $9.95 is also put out by Radio Craftsmen, Inc., 1341 S. Michigan Ave., Chicago (John H. Cashman, president) extends automatically to desired length for specific channels, collapses into 4½-in. piece when not in use.

CBS-TV is sending out brochures detailing its 82 film features and short subjects, first-run rights being offered its affiliates thru Film Syndication Dept. headed by H. Grant Thies . . . New York's WPIX, which syndicates 24 Korda films, has acquired TV rights to 36 more British feature films, has also acquired 3 American films to make 39-week syndicated series.

Twentieth Century-Fox wants FCC to tell it where it stands on Commission's anti-trust position, so this week asked for declaratory ruling. Movie company cites $5,000,000 committed for TV, "hundreds of thousands of dollars" being spent on TV research, future of TV personnel, as reasons for wanting prompt decision.

Choice of FCC chief engineer, probably Ralph Clark (Vol. 5:8), apparently awaits full Commission attendance, may be delayed until return of Comr. Sterling from Mexico City conference, now expected about April 1.

Next speech on FCC Chairman Coy's agenda: Before Baltimore Ad Club Wed., March 23. Maybe he'll talk about uhf, TV receiver advertising, etc.

Wm. B. Murray, 59, who as head of radio-TV dept. of William Morris Agency Inc., New York, represented some of biggest name stars, died Thursday after brief illness. He once headed Judson Radio Corp.

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MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING AND FREQUENCY MODULATION ARTS AND INDUSTRY

Television Digest and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. TELEPHONE MICHIGAN 2020 • VOL. 5, NO. 10

March 5, 1949

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UHF TO BE ADDED, NOT VHF TAKEN AWAY: Whatever the public prints may report, whatever any public or private individual may opine personally, this can be stated unequivocally to those of you worried about loose talk from Washington:

There's no plan afoot to take away any of TV's present 12 channels.

In as straightforward language as any ex-broadcaster-newspaperman could possibly employ, FCC Chairman Wayne Coy told NBC affiliates in Chicago Tuesday: "I see no reason to expect, unless there is a major catastrophe, that Channel 4 or any other vhf channel is not going to be available for a hell of a long time...Don't get alarmed. There's no present proposal to change them, in spite of all you hear."

Reference was plainly to misapprehensions growing out of FCC's question-answer letter to Senator Johnson last week (Supplement No. 63), and the confusing news reports resulting therefrom. Even the usually careful AP scared lots of prospective TV set buyers, got many manufacturing-telecasting folks in a dither, with Washington dispatch by an obviously uninformed reporter stating: "The government's radio officials would like to put TV signals into higher frequency bands -- too high for present sets...in the uhf band. It is now limited to 12 vhf bands which the Commission termed inadequate. The move, it said, would make present sets obsolete..."

FCC of course is planning to add uhf to provide more channels for service to more areas, requiring added circuits to receive such new stations when they're built -- a year or more hence. But this is really what it said about the present 12 channels, with no dissents on this wording: "Television sets presently being purchased will not be rendered entirely obsolete by developments unless the Commission deletes the present 12 channels entirely...No proposal has been made to the Commission nor is there any notice pending to delete any of the present 12 channels...Thus, on the basis of present distribution of receivers, most of the owners of TV sets could get a great deal of usefulness from their sets even if uhf channels are added."

This statement of policy and opinion, its text somewhat elided [for full text, see Supp. 63], represents the official position of FCC. It bore no dissents, though additional opinions were stated by Comr. Jones (on color) and Comr. Hennock (on FCC and/or Trade Commission warning buying public about possible obsolescence).

MORE LIGHT ON FCC's APPROACH TO TV: "Encouraging" is what Senator Johnson called FCC's answers to his hot TV questions of last week (Vol. 5:9, Supp. 63). But were they satisfactory? He preferred, he told us, to use the word "encouraging." He gave no indication of what's next on his Interstate & Foreign Commerce Committee's agenda. But he says TV problems are "very important, will get more study."

FCC Chairman Coy's TV quiz program went on the road this week, played in Chicago, this time before a friendlier audience -- NBC affiliates' meeting (see story, p. 3). Answering TV questions from the hip, he loosened up a little on details:

1. Freeze's end? FCC believes it almost certain by July 1, possibly during May or early June. Ad Hoc report should be available "maybe not later than March 11." Hopes in synchronization remain high, experiments continue (Vol. 5:1-9). Note: Mr. Coy may be too optimistic. After this Friday's Ad Hoc session, it looks as if

another engineering conference may be needed, regardless when Ad Hoc committee completes current project. Such a conference might have to apply to a tentative allocation plan latest data on synchronization, desired-to-undesired signal ratios, etc.

2. Uhf monochrome or color? "If we are to have a nation-wide system of television within the immediate future, [stations] must be on the present standards and in the uhf. I think it likewise makes sense there be space reserved in the uhf for continued experimentation in...color television, high definition black-and-white and stratovision."

3. Mix uhf and vhf? If you assume minimum of 4 stations needed in each of first 140 markets, as some do, you have to mix them in about 120.

4. When will first commercial uhf station go on air? "My own opinion, 1950."

Stratovision provides an interesting sidelight. FCC was by no means bearish about it in answer to Sen. Johnson last week. And this week, Mr. Coy said he thinks experimental space should be provided for it in uhf. But Westinghouse president Gwilym Price was quoted this week as saying project has been put on "dry ice." Whatever he meant, Westinghouse engineers say expensive flights have been halted but paper work goes on nevertheless, while company awaits assurance from FCC (and Congress) that it isn't working and spending in vain. It won't be surprising if somebody else (maybe the military) will decide to risk money and work on flights while Westinghouse is voluntarily grounded.

Though Mr. Coy's answers are an attempt to give an eager industry some of his thinking, it must be remembered he doesn't say they're Commission decisions or thinking. Some of his colleagues feel that they can't yet foresee their decisions on some major questions. For example, there's still some thinking that vhf and uhf might better be allocated simultaneously, which could delay freeze's end. But no one can tell whether that idea will fade or grow.

AT&T SPEEDS UP INTERCITY LINKS: TV operators can look for AT&T to meet their intercity connection requirements on expedited time basis henceforth. Coaxial-microwave construction spurt announced this week promises: (1) Addition of 13 cities to 14 now on East-Midwest hookups by end of 1949. (2) Addition of 3 more New York-Philadelphia circuits, making 7 in all, and of one more Philadelphia-Washington circuit, making 5, also by end of 1949. (3) Completion of New York-Chicago-Des Moines 2-way radio relays, with coaxial extension from Des Moines to Minneapolis, by end of 1950. Extensions to Des Moines (taking in Davenport-Moline-Rock Island) and Minneapolis were disclosed for first time.

All this is in addition to May 1 installation of 2 more circuits between Philadelphia-Chicago, making total of 3 (Vol. 5:8), and of contemplated early 1950 completion of Los Angeles-San Francisco, 9-hop, single circuit radio relay (Vol. 5:7). Here's starting schedule for additional cities this year:

Summer 1949: Boston-Providence microwave, single circuit, one hop (Vol. 5:9); Philadelphia-Wilmington microwave, single circuit, direct.

Fall 1949: Erie, Pa., receiving only, on Cleveland-Buffalo coaxial; Lancaster, Pa., receiving only, on Philadelphia-Pittsburgh coaxial; Buffalo-Rochester microwave, single circuit, one hop; Toledo-Dayton coaxial, 2 into Dayton, one out; Dayton-Columbus microwave, 2 into Columbus, one out, 2-hop; Dayton-Cincinnati microwave, 2 into Cincinnati, one out, 2-hop.

End of 1949: New York-Albany coaxial, 2 northbound; Albany-Syracuse microwave, 2 westbound via Schenectady and Utica-Rome.

New York-Des Moines relay will have 46 intermediate stations, the 33 on route to Chicago already well under way, Des Moines extension blueprinted and its 13 sites already optioned. Microwave relays will use new Bell Labs triode tube permitting immediate use of 3 circuits (Vol. 5:6).

Note: In Chicago this week, NBC-TV operations chief Carleton Smith told affiliates "if all goes well we could have our coast-to-coast network in 1953." He also forecast, for early 1950, links into Harrisburg, Norfolk, Memphis, Indianapolis, Fort Wayne; in September, 1950, Johnstown, Reading, York; October, Louisville.

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zation available, vhf should be unfrozen immediately. (2) Entire uhf should be allocated to monochrome under same standards as vhf; this should be done soon as possible to provide sufficient TV channels (generally, 4 per city), yet with minimum overlap of vhf and uhf signals. RMA emphasizes its committee was unanimous despite previous disagreements, even Zenith assenting (Vol. 4:41,52; 5:6,7). Actually, these recommendations differ little from RMA's original informal proposals, except that uhf isn't declared intended primarily for smaller cities.

Thus, RMA committee and JTAC still have 2 substantial differences: vhf-uhf overlap and color. RMA intends its minimum of 4 channels for "cities capable of supporting" TV; therein may lie its hopes vhf-uhf overlap may be minimized. But JTAC doesn't attempt that criterion, finds plenty of overlap almost any way it draws allocation plans. Differing opinion on color might be attributed, in part at least, to fact one group is composed primarily of businessmen, other of engineers.

JTAC's report includes allocation plans showing how to provide either 2, 3, 4, or 5 channels (vhf, uhf or both) in first 140 markets, using Northeast for illustration. Assuming both vhf and uhf synchronized, spaced 150 mi. co-channel and 75 mi. adjacent, it takes 18 uhf channels (added to 12 vhf) to provide 2 per city, 27 for 3, 40 for 4, 52 for 5. Assuming vhf synchronized, but uhf not (and separated 210 mi. co-channel, 105 adjacent), it takes 23 uhf for 2 per city, 35 for 3, 54 for 4, 65 for 5.

In uhf field, by the way, NBC-RCA says it does not intend to sell uhf receivers in Bridgeport (Vol. 5:7). This is in answer to fears, in some quarters, that company is trying to jump uhf gun to commit FCC to certain uhf standards beforehand and to cop off 6th TV station. NBC says $250,000 Bridgeport project is purely experimental, is next stage beyond its tremendously expensive recent Washington uhf experiments, will provide information to help FCC determine whether and how to authorize satellites. In Princeton, RCA proposed 846-854 mc polarization and propagation tests with the 400-watt TV transmitter used in Washington.

ROUNDED, BLOWN-UP & 16-in. IMAGES: Rounded and blown-up pictures seem to be trend in new TV models, though it's somewhat too early to gauge public reaction. Round-picture cycle was started by Zenith last November (Vol. 4:47) -- and Zenith's current trade advertising boasts: "Imitation is the sincerest form of flattery." Records show, however, that some smaller companies (e.g., Televista) had same thing before. This week, Hallicrafters began producing 10-in. table model with dual focus (Vol. 5:3), priced at $269.50. Set gives 56 sq. in. picture (vs. normal 52), which can be blown up to full-circle 64-in. with switch similar to Garod Tele-Zoom (Vol. 5:1). Then there are Tele-Tone's rounded picture at $219.95 (Vol. 5:7), Olympic's at $329.50 (Vol. 5:2). And expanded pictures are featured in new lines of Philco (Vol. 5:2), Andrea (Vol. 5:7), Video Corp. of America (new 12½-in. blown up to 90 sq.in.).

If there's any other basic trend discernible in TV trade, it's toward bigger direct-view -- though here, again, number of sets being produced, number of manufacturers making them, are still too few for any flat statements. But indicating how competitive the 15 and 16-in. tube field is by way of becoming, DuMont this week cut price to manufacturers of its 15-in. all-glass tubes from $77.19 to $59.50, distributors price now being $62.50, dealers $73.75, consumers $89.50. This is still about $10 above RCA's 16-in. metal-coned tube prices of $49.50, $54, $63.50 and $79.50, respectively -- but it points to lower-priced receivers eventually. DuMont says Corning's price cut on bulbs (Vol. 5:5), plus own mechanization that has cut labor costs some 400%, made tube reductions possible -- joins with glass makers in saying they'll compete price-wise with metal.

Meanwhile, though RCA reports overwhelmingly good reaction to its 16-in. models, their appearance on market impelled Retailing Daily to survey New York area dealers this week, which found: (1) Most customers think 16-in. set prices, starting at $495, too high, turn to lower-priced models with smaller screens. (2) A few customers say 16-in. too large for their living rooms. (3) Minority say they want it, but few are buying. One dealer is quoted as saying, "Everyone wants a Cadillac, but most people have to be satisfied with Fords."

Experimental TV Stations
Authorized by the FCC

With Applications Pending; Status as of July 15, 1951

(Powers Are Peak Transmitter Outputs, as Authorized)

CALIFORNIA

LONG BEACH—KM2XAZ, licensed to John H. Poole d/b as Pacific Video Pioneers, (KALI), Security Bldg., 475-890 mc, 200 watts visual.

SAN FRANCISCO—KM2XCW, licensed to Television California, St. Francis Hotel, 580-630 mc, 1 kw visual and aural power.

CONNECTICUT

BRIDGEPORT—KC2XAK, licensed to National Broadcasting Co., Inc., 529-535 mc, 1 kw visual, 500 watts aural. Note: For details on proposed satellite operation with WNBT, New York City, see Vol. 5:7, 8, 13, 18, 19 and Vol. 6:3, 5, 10, 14, 22, 26, 39, 43-47.

DISTRICT OF COLUMBIA

WASHINGTON—KG2XDE, Special Temporary Authorization to National Broadcasting Co. Inc., Wardman Park Hotel. No. 4 (66-72 mc), 20.5 kw visual, 10.5 kw aural. (See TV Addenda 11-O.) Note: Used for color TV experiments.

GEORGIA

ATLANTA—KI2XBN, construction permit to Atlanta Newspapers Inc. (WSB & WSB-TV, CP for WCON-TV). No. 2, 50 kw visual, 26.3 kw aural. (See TV Addenda 11-V.)

ILLINOIS

CHICAGO—KS2XBS, licensed to Zenith Radio Corp., 135 S. La Salle St., 54-60 mc, 5 kw visual power, 2.5 aural power. Station used for Phonevision tests Jan. 1-March 31, 1951. Zenith also holds license for KS2XBR, 512-528 mc, 1 kw visual. Note: For details on Phonevision, see Vol. 7:1-6, 14, 16, 21.

INDIANA

FORT WAYNE—KS2XCK, construction permit to Westinghouse Radio Stations (WOWO), 505-511 mc, 5 kw visual (peak). (See TV Addenda 11-H.)

KANSAS

MANHATTAN—KA2XBD, construction permit to Kansas State College (KSAC), 500-510 mc, 880-890 mc, 400-w visual, 200-w aural.

MICHIGAN

DETROIT—KQ2XBB, licensed to Radio Electronic Television School, FM Division, 3730 Woodward Ave., 500-520 mc, 400 watts visual power.

NEW JERSEY

ALPINE—KE2XHY, construction permit to Major Edwin H. Armstrong, (WFMN-FM), 600-620 mc, 50 kw visual-aural power. (See Vol. 4:15).

CLIFTON—W2XNJ, construction permit to North Jersey Broadcasting Co., (WPAT), 514-520 mc, 900-920 mc, 1302-1325 mc, 1 kw visual and aural.

NEW BRUNSWICK—KE2XEL, licensed to Home News Publishing Co., 660-680 mc, 700-720 mc, 20 kw visual (pulse transmission). TV Addenda 8-H.

NUTLEY—KE2XHZ, licensed to Federal Telecommunications Laboratories Inc., 54-216 mc, 5 kw visual, 2.5 kw aural.

NEW YORK

NEW YORK CITY—KE2XIA, licensed to Columbia Broadcasting System (WCBS and WCBS-TV), 485 Madison Ave., 560-580 mc, 1 kw visual power, 1 kw aural power. CBS also holds license for KE2XJC, 840-860 mc, 35-w visual power. Note: Used for color transmissions.

NEW YORK—KE2XJV, construction permit to National Broadcasting Co., 30 Rockefeller Plaza. Channel 4 (66-72 mc), 7 kw visual. (See TV Addenda 11-D.) Note: This is special authorization for color tests.

SYRACUSE—KE2XHX, construction permit to General Electric Co., 186-192 mc, 50 kw visual, 25 kw aural, also 480-490 mc, 5 kw visual.

OHIO

CINCINNATI—KQ2XBH, licensed to Crosley Broadcasting Corp. 529-535 mc, 100 watts visual. (See TV Addenda 11-Q, 11-W, 12-R.)

PENNSYLVANIA

BETHLEHEM—KG2XAZ, licensed to Associated Broadcasters Inc., (WEST), 511-519 mc, 500 watts visual, 250 watts aural. Directional booster station on same frequency, 50 watts visual near Easton. (See TV Addenda 10-I and *Television Digest*, Vol. 6:31.)

EMPORIUM—Sylvania Electric Products Co. Applicant for 174-180, 520-540, 870-890 mc with respective powers of 42 watts, 168 watts, 300 watts visual & 25 watts, 100 watts, 15 watts aural. (See Addenda 12-H.)

LANCASTER—Application for construction permit by Conestoga Television Assn., New Holland & Fountain Aves., 590-610 mc, 50 watts visual power, 25 watts aural power.

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Commercial Television Stations of

CANADA and LATIN AMERICA

(Operating or projected)

Data from best available sources

CANADA

NEW, TORONTO, ONT.—Canadian Broadcasting Corp., P. O. Box 6000, Montreal, scheduled to begin construction in early autumn of transmitter adjacent to AM studios at 354 Jarvis St., to be completed in early 1952. 5 kw (26 kw ERP) on Channel 9. Canadian GE 5-kw transmitter with 6-bay superturnstile antenna, having overall height of 500 ft. Studio equipment by British Marconi. Supervised by Gordon Olive, CBC director general of engineering.

NEW, MONTREAL, QUE.—Canadian Broadcasting Corp., P. O. Box 6000, Montreal, plans to start construction before end of 1951 of studios and transmitter atop Mt. Royal, to be completed sometime in 1952. 5 kw (15 kw ERP) on Channel 2. Canadian RCA transmitter with 3-bay superturnstile antenna, having overall height of 290 ft., and height of 600 ft. above average terrain. Studio equipment by British Marconi. Supervised by Gordon Olive, CBC director general of engineering.

CUBA

CMQ-TV, HAVANA—Circuito CMQ S. A., Radiocentro, Havana. Telephone: F-9911. Channel No. 6. Standard RCA transmitting equipment (5 kw visual, 2.5 kw aural power), with 3-bay RCA superturnstile antenna. Antenna height 300 ft. above ground. Began tests and limited commercial operation Dec. 10, 1950. Goar Mestre, *director general*. Ventura Montes, *chief engineer*. Note: Goar Mestre interests also reported planning TV network to embrace transmitters at Matanzas (Channel No. 9), Santa Clara (Channel No. 5), Camiguey (Channel No. 6), Santiago (Channel No. 2), and probably outlets also in Holguin and Pinar del Rio.

CMUR-TV, HAVANA—Union Radio Television S. A., Mazon 53 Havana. Telephone: U-6056 & U-5323. Channel No. 4. Standard RCA transmitting equipment (5 kw visual, 2.5 kw aural power), with 3-bay RCA superturnstile antenna. Antenna 250 ft. above ground. Inaugurated Oct. 24, 1950; planning satellite outlet in Santa Clara. Jose Mestre, *president*. Kaspar Pumarejo, *director*. Joseph Herold, *chief engineer*. Represented in United States by Irving Later, Warwick Hotel, New York.

NEW, HAVANA—Construction permit issued to Telenews Co. Alonso S. A., Prado 59, Havana. Telephone: M-1703 & M-7741. Channel No. 2. Standard RCA transmitting equipment, with 3-bay superturnstile. Manuel Alonso, *president* (also owner of Noticiaro Nacional, producer of newsreels, etc.).

NEW, SANTIAGO—Construction permit reported issued to Cadena Oriental de Radio, operating CMKW, Santiago, reported to have placed tentative order with GE for transmitter to operate on Channel No. 7.

MEXICO

XHTV, MEXICO CITY—Television de Mexico S. A., Edificio de la Loteria Nacional, Plaza de la Reforma 2, Mexico D. F. Telephone: 21-39-62. Channel No. 4. Standard RCA transmitting equipment (5 kw visual, 2.5 kw aural), with 3-bay RCA superturnstile. Antenna atop new 20-story National Lottery Bldg. Inaugurated Aug. 31, 1950. Romulo O'Farrill Sr., owner (also publisher of *Mexico City Novedades*).

XEW-TV, MEXICO CITY—Cadena Radiodiffusora Mexicana, Calle Ayumtamiento 50. Channel No. 2. Standard GE equipment owned by Emilio Azcarraga, radio-theatreman. Began limited operation in March, 1951.

NEW, MEXICO CITY—Construction permit issued to Radio Panamericana (XEQ) for XEQ-TV. Same ownership as XEW-TV, Mexico City. Channel No. 9. DuMont equipment.

BRAZIL

RADIO TUPI, RIO DE JANEIRO—Avenida Venezuela 43, Rio de Janeiro. Channel No. 6. Standard GE equipment (5 kw) with 3-bay GE antenna, located on Sugar Loaf Mountain, 440 meters above sea level. Owned by Dr. Assis Chateaubriand, also owner of Radio Tupi, Sao Paulo, owner of chain of radio broadcasting stations, publisher of chain of newspapers.

RADIO TUPI (PRF-3-TV), SAO PAULO—Emisoras Asociadas, State Bank Bldg., Sao Paulo. Channel No. 3. Standard RCA equipment (5 kw visual, 2.5 kw aural), with 3-bay RCA superturnstile. Antenna 520 ft. above ground, atop Banco do Estado, highest edifice in South America. Owned by Dr. Assis Chateaubriand, also owner of Radio Tupi, Rio de Janeiro, owner of chain of radio broadcasting stations, publisher of chain of newspapers.

NEW, SAO PAULO—Construction permit issued to Radio Televisao Paulista, S. A., Av. Reboucas 56-62, Sao Paulo. Telephone 52-3677. Expects to be on air in autumn. Channel No. 5, Federal (IT&T) 5 kw transmitter, DuMont studio and pickup equipment. Officers: Luiz Fonseca de Souza Meirelles, *president;* Mario Montiero Diniz Junqueira, *managing director*. Victor Fonseca de Souza Meirelles, *treasurer;* Alfio Reis d'Avila, *business manager;* Celso G. Arantes Nogueira.

ARGENTINA

NEW, BUENOS AIRES—Construction permit issued to Radio Belgrano y Primera Cadena Argentina de Broadcasting. Federal equipment ordered through International Standard Electric Corp. (IT&T). Further details unavailable.

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Topics & Trends of TV Trade: General Electric Supply Corp., looking to market for appliances, TVs, radios and supplies that by 1954 will be 50% ahead of 1950's record sales (industry total: 7,500,000 TVs, 14,500,000 radios), is being reorganized by establishing 11 new sales districts, more than 70 new places of business. GE Supply's volume this year will exceed $500,000,000, or 5½ times that of 1940.

Plan sets up 4 market areas, each under a v.p. as follows: Northeast region, headquarters at Bridgeport, under Charles T. Shropshire, ex-v.p. & asst. to president; North Central, Chicago, Donald B. White, ex-mgr., Buffalo district; Southeast-Southwest, Atlanta, Robert A. Clark, ex-Atlanta district mgr.; Western, Los Angeles, Harry C. Gerster, ex-Los Angeles district mgr.

Sales districts will be increased to 47 through subdivision of existing districts. New districts: Memphis, Jacksonville, Bridgeport, San Antonio, Lubbock, Tex., Rockford, Ill., Grand Rapids, Wichita, Phoenix, Little Rock, Sacramento. New branch houses will be opened in New York, Boston, Philadelphia, Pittsburgh, Detroit, Cleveland, Chicago, Los Angeles, Newport News, Va.; Greenville, S. C.; Albany, Ga.; Tyler, Tex.; Burlington, Vt.

Said president Charles R. Pritchard: "We are enlarging our organization in order to serve [GE & Hotpoint] more aggressively, efficiently and economically, as well as to improve our service . . ."

* * * *

Merchandising Notes: November TV-radio sales in 5 New York City dept. stores surveyed by *Herald Tribune* went up 18, 36, 69, 77 & 89% in dollar volume, compared with same 1950 month; went down in 6 other stores 12, 12, 12, 40, 41 & 51% . . . **Philco** establishing factory branch, to be known as Philco Los Angeles, as of Jan. 1 under temporary presidency of Phil Gough, president of Gough Industries Inc., who was feted at party in Pasadena Civic Auditorium Dec. 9 attended by more than 3000 State dealers and families . . . **DuMont** offering new CR tube guarantee to manufacturers, effective for 6 months from date of actual installation of receiver in home . . . **Majestic** out this week with 3 new models—17-in. table in cordovan leatherette cabinet, $200; 20-in. Regency console, mahogany, two-third doors, $340; same 20-in. oak, $360 . . . **Masterpiece TV Manufacturing Co.**, 725 Sutter Ave., Brooklyn, N. Y. (R. R. Marantz, president) offering "custom" cabinets for 20-in. picture tubes, 30-tube chassis, so that customer can virtually design own receiver from choice of dozen woods, 6 color schemes, varying accoutrements.

October 10% excise tax collections on TVs, radios, phonographs & components jumped to $7,611,859 from $4,227,593 in September, and compared with $5,892,095 in October 1950. Phonograph records excises totaled $1,018,-[illegible], up from $388,442 in September, $568,002 in October 1950. Refrigerators, air conditioners etc. paid $4,338,270, up from $3,293,847 in September, down considerably from $6,484,099 of October 1950.

October receiving tube sales of 34,137,519 brought total for first 10 months of 1951 to 314,932,875—of which 211,-[illegible],000 were shipped for use in new sets, 78,940,247 sold for replacements, 5,681,734 sold to govt. agencies, 19,037,876 exported. In October 1950, RTMA reports, sales were [illegible]05,611 units, and for first 10 months of 1950 they were [illegible]310,357.

Annual RTMA membership list and trade directory, [illegible] association's officers, directors, committees and de[illegible] companies, products they make, trade names, came [illegible] press this week for distribution to members.

LOTS OF TALK about CBS-Columbia Inc. plans to increase TV set production, launch big advertising-merchandising drive, buy up other companies with aim of taking one of top places in TV-radio manufacturing industry. But rumors that it's acquiring Majestic, Muntz, Meck, Philharmonic, et al., are discounted by principals. Said CBS-Columbia president David Cogan:

"There have been at least a dozen companies offered to us, and we've talked to them but have made no decisions. Why do you think they want to sell? Are they in such bad way? Another thing—we're having our lawyers try to get a clearer interpretation of NPA's rules on purchase of plants—whether we could move facilities to new plants, etc. If we bought any, we'd probably temporarily produce at the existing plant."

CBS-Columbia several weeks ago acquired old Mack Motors plant in Long Island City, 275,000 sq. ft. (Vol. 6:47). Its appeal for more materials from NPA, indefinitely postponed, is now being held in abeyance at own request. "After all," said Cogan, "we may not have the new plant in production for 8 months or so, and the materials situation may be different by then. But we're selling all the sets we can make now and, of course, we'd like to make more. As I've said before, our plans are long-range."

Private-label business is being kept at "exactly the same percentage of our production it has always been," Cogan said. "In fact," he went on, "we've even cut CBS-Columbia brand production to keep it up. It's very valuable to us, and I think it's only fair to our customers.

"Private-label business has given us a good 'flat' production. In the summer, we maintain a high production curve and warehouse sets for such organizations as Sears. That has given us an advantage, compared with companies of similar size which have an extremely rough time in the summer.

"Furthermore, such large private-label customers give us an excellent field-testing organization. One of the big reasons for keeping our present plant is because of private-label business."

Zenith paid $50,000 to James P. Finnegan, St. Louis Collector of Internal Revenue now under indictment for bribery, solely for purpose of getting feature films for Jan.-March 1951 Phonevision tests—not because of any tax difficulties. So stated Zenith president Eugene McDonald after *St. Louis Globe-Democrat* this week broke story of fee. McDonald said number of people, including Finnegan, had approached him when it was apparent film producers wouldn't provide films, assuring him they could get them. He retained Finnegan, and producers offered films shortly afterwards. McDonald said he didn't know what, if anything, Finnegan did to shake pictures loose. It's been generally assumed that word from Justice Dept., hinting "conspiracy," had much to do with film producers' release of films; speculation is that Finnegan sparked interest of Justice Dept. In Los Angeles this week, meanwhile, H. C. Bonfig, Zenith v.p., plumped for Phonevision in talk to Sales Executives Club, saying FCC petition will be filed soon and that NCAA and outstanding universities have offered support for subscription TV.

New 8½-in. portable scheduled for production in 2 weeks under Gotham trade name by Harold Shevers Inc., New York, weighs 29 lbs., lists at $199.95 in airplane cloth, also available in leather.

Though Hazelton, Pa. has estimated 2500 sets in use, Mountain City TV Corp. (Tristram F. Lucian, president) hopes to double number by installing community antenna system. City Council recently gave company go-ahead.

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v 7 #39

COLOR REPORT:

CBS Sets and Grid Schedule—RCA Washington Showings—Paramount's Lawrence Tube

IF CBS BECOMES a major set maker, as result of whole color business, it will have achieved more than it possibly could have hoped for in merely getting its color system adopted. This week, in its distributor showings and ads, it's more apparent than ever that CBS is out to sell sets—black-&-white sets. If a color market grows, it will be gravy.

CBS's main merchandising pitch, it turns out, is exactly same as that of Admiral, Motorola, et al., advertising "add color at any time"—no more "wait for color," a la Arthur Godfrey. Full-page ad in Sept. 28 *New York Times* headlines "CBS-Columbia Color Convertibles." These "convertibles" are black-&-white receivers.

"Traffic builder" is what CBS-Columbia's single color set yet offered is being called by dealers, number of whom are ordering the 10-in. (magnified) color-monochrome sets for display, inviting orders. It lists at $499.95, plus tax, warranty and installation.

New York's big Davega chain (40-odd stores) has 6 sets, heralds them with full-page ad playing up CBS's color football schedule beginning Sept. 29. Davega manager Jules Smith, who castigated CBS and FCC after he'd seen RCA's pictures (Vol. 7:37), puts situation thus:

"It may hurt our other business, but you can't stop progress. We'll run more ads, not full-page. I doubt whether we'll sell very many—at that price, $500. If someone bought one now, we probably wouldn't be able to deliver for a couple weeks."

CBS is reported paying for all or part of the ads. It's also understood to have dropped plans for "slick" magazine ads, concentrating on newspapers in colorcasting areas.

CBS-Columbia sales manager Richard Payne, during Washington distributor's showing this week, carefully emphasized that "black-&-white is not passé, not dead in any respect." All CBS-Columbia sets, beginning Oct. 1, he said, will have built-in adapters, though no such models were among those displayed this week.

Payne is banking on CBS brand name and prestige, plus "pioneer in color," to move whole line. This promotion is apparently producing some returns. Davega's Smith says he has ordered CBS-Columbia black-&-white sets though he didn't carry them (Air King) before.

As for color, Payne feels that CBS-Columbia has head start; that tri-color tube is 3 years away, costing $280 to make as of now; that "we're as far along with a tube [at Hytron] as anyone in the business." He reports color orders way ahead of production.

Color's value as traffic builder was also cited by George Wasserman, owner of George's, Washington chain, who is ordering one set per store. He expects few sales, because of price and because "people will want big tubes."

* * * *

Quality of color we saw at distributor Kaufmann-Washington's showings was considerably below CBS's best. Contrast control wasn't working at one demonstration and picture appeared washed out. Resolution seemed much lower than earlier CBS pictures.

Novel method of getting black-&-white on the color set involves 2 discs. Each disc is half transparent, other half comprising 3 color segments. When color is shown, discs revolve while locked in position with color segments of one disc overlapping transparent portion of other. When black-&-white is on, discs stop with both transparent halves in front of tube.

Work on 14-in disc set, larger drum sets, color slave and $400 color-monochrome set was described by CBS-Columbia engineer. Latter 2 are promised in month or so. President David Cogan says no more production [illegible] will be released. Recently, he reported 30-a-day [illegible] production, with expectation of reaching 300 daily.

A lot of old Air King sets are yet to be moved, [illegible]ently. Most of CBS-Columbia line has Air King [illegible]eon, with "CBS-Columbia" decals underneath.

* * * *

We checked with each of the 11 stations CBS [illegible] will carry its 9-game color football schedule starting [illegible] 29. Their responses:

WCBS-TV, New York—Carrying all games and [illegible] color programs. WTOP-TV, Washington, and WMAR-[illegible] Baltimore—Feeding games closed-circuit to large [illegible] for public viewing, none on air; continuing 10:30-11 [illegible] daily color shows. WNAC-TV, Boston—Undecided [illegible] football, continuing 10:30-11 daily. WCAU-TV, [illegible]delphia—Carrying all games, plans no other color. W[illegible] Cleveland—Telecasting "several" games, possibly [illegible] other shows in works. WHIO-TV, Dayton—No [illegible] no other color. WKRC-TV, Cincinnati—Carrying [illegible] game only, nothing else. WBNS-TV, Columbus—[illegible]uling all games, no other color. WBKB, Chicago—[illegible] up all games after Sept. 29, nothing else. WJBK-TV, [illegible]troit—Carrying "some" games, number undecided, [illegible] to start Oct. 13, no other color on tap.

Few station managers showed any enthusiasm [illegible] football schedule, particularly since color sets are [illegible] non-existent and competitors will have strong NCAA [illegible]ball schedule from NBC-TV (Vol. 7:36). CBS has [illegible]ised stations 5-10 color sets. Stations are nervous [illegible] dubious about whole thing, obviously looking over [illegible] shoulders at FCC. WJBK-TV and WEWS report [illegible] had to cancel $1000 in weekly billings to make [illegible] color, producing disgruntled sponsors. WEWS is [illegible] announcements and ads informing public that [illegible] of color beyond football schedule isn't guaranteed.

CBS hasn't yet corraled sponsor for games, [illegible]ported seeking to sell games individually, stressing [illegible]motional value.

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RCA's Washington showings, transmitted from [illegible] York via coaxial and microwave, will run Oct. [illegible] Oct. 15-19. FCC is invited to attend at its convenience [illegible] specific date. Invitation lists include Congress, [illegible] FTC, NPA, military, engineers, attorneys, distributors, dealers, civic leaders, etc. Shows will run 10 a.m. [illegible] WNBW, 2 & 4 p.m. closed-circuit.

RCA's promised theatre-TV color showing, on [illegible] ft. screen, will come in an undisclosed New York [illegible] within 2-3 weeks. RCA stresses theatre-TV color [illegible] compatibility with existing black-&-white equipment, [illegible]ing latter may be converted. To date, CBS has [illegible] big-screen color, though it reports work now going [illegible] Zurich with Swiss-developed Eidophor system in [illegible]tion with 20th Century-Fox, which has rights to [illegible]

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Excitement over Lawrence tri-color tube (Vol. [illegible] shown in New York by Paramount Pictures [illegible] simmered down somewhat. Few industry experts [illegible] seen it yet, but most expect to soon. Those who [illegible] it generally have an attitude of "it's too early [illegible] FCC's top engineering quadrumvirate—Plummer, [illegible] Boese, Chapin—saw it Sept. 28. More conclusive [illegible]tion probably awaits development of finished [illegible] which Paramount says it will make in Stamford.

Same FCC engineers inspected RCA tri-color [illegible]duction processes in Lancaster Sept. 26, weren't [illegible]

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gures on output rate. One engineer said difference between black-&-white and color tube production struck him about same as "difference between making an Ingersoll watch and a fine Swiss job."

"RCA's tube gives just as good results as ours," Paramount's v.p. Paul Raibourn is quoted in *Variety*. "No one can expect to get better color than RCA's. However, there's a big economic difference between them. Ours is easy to make and theirs is extremely difficult."

Carried away with its story, Oct. 1 *Time* went off half-cocked: "If the new [Lawrence] tube lives up to its sweeping advance notices, the whole color fight may soon be over." *Time* forgets that the NTSC & RCA compatible system is yet to be resubmitted to FCC, that there's no knowing whether Commission will allow "dual standards" commercialization of both CBS and compatible systems.

Better evalution was that of Oct. 1 *Newsweek*, which related how news of tube leaked from Inventor Lawrence to friend Wm. Laurence of *New York Times*. It reported that tube works but can stand improvement, and that others have tri-color tubes. It concludes: "The outlook for color was brighter last week, but the only fact that was definitely proved was the impact of a page 1 story in the Times."

* * * *

NTSC's field testing of compatible system is under way on several fronts, to apparent satisfaction of most manufacturers. No one knows how much time is needed, nor how and when FCC will be approached, but hopes are still expressed for windup about year's end.

Zenith, which is testing everyone's color, showed 2 color sets in New York this week—14-in. drum model and 9-in. disc unit. But Zenith's attitude is same as virtually everyone else's: "If the public wants them, we have them. But there doesn't seem to be any market." In fact, Zenith ran full-page ad in Sept. 23 *Philadelphia Inquirer* saying: "Color broadcasting, comparable with present black-&-white, is a number of years off [because] (1) the present methods are not perfected; (2) until there are millions of color TV receivers with screens as large as those in present demand, there is not sufficient audience to attract advertising; therefore, (3) programs will be restricted both as to number and quality . . ."

Epitomizing current attitude of manufacturers is opinion of H. L. Hoffman, the Los Angeles set maker, who has been more detached and less involved in color fight than most. After attending recent RTMA board meeting (Vol. 7:38) and seeing RCA's latest pictures, he writes:

"I was very much impressed with the technical progress that RCA has made. I was also apprised of the progress the NTSC has made. It appears quite clearly to me that we now have the technical answers that we did not have at the time of the FCC hearings, that we have a system in the NTSC that will best serve the ultimate consumer and give the industry latitude in which to grow."

Even Tele-tone president S. W. Gross, who has shown some enthusiasm for CBS system, says he has doubts about practicability of color units. He reports "dozen or so" Tele-tone 10-in. (magnified) "slave units" out in the field, dealers inviting orders. Unit is unpriced, but Gross says $199 is a "very rough guess."

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Conflicting color claims were rehashed in this week's trade practice conference conducted by Federal Trade Commission (see p. 13). CBS attorney Richard Salant in-sisted most manufacturers can't claim that their sets are "compatible" to CBS color. Sylvania counsel John Harvey was equally insistent that they can. CBS's competitors claim that ads claiming "convertibility" describe size of CBS on converters. Salant called that unfair, saying nobody knows what sizes future converters will be.

"THE MANAGEMENT of this paper believes that TV and the newspapers are in no sense competitors in the news field. They are 2 media of information, just as bourbon and water are 2 liquids; and, as many editors know, neither will replace other, but they're fine together." —Phil North, *Fort Worth Star-Telegram* (WBAP-TV).

Foregoing pretty well expresses attitude of most of the 40-odd publishers already in TV (see *TV Factbook No. 13)*, but it was only one of various expressions of opinion on impact of TV on newspapers made public at Sept 27 AP Managing Editors' Assn. meeting in San Francisco.

Consensus was that "TV had sharpened the interest of readers in outstanding news events that had been televised," said AP report, several citing Japanese treaty conference as proof. And *Des Moines Register & Tribune's* Frank Eyerly held there was "no truth whatever" to predictions that widespread ownership of TV sets would spell doom of daily newspaper. However, *New York News'* (WPIX) Richard Clark said:

"If, in the next few years, TV improves in quality as rapidly as in the last 2, I believe it will be increasingly difficult to sell newspapers in New York [where] practically all sales are made at news-stands . . . TV tends to keep people at home."

Ever cynical about TV programs, Sept. 29 *New York Herald Tribune* observes editorially on RCA chairman David Sarnoff's challenge to his scientists to produce 3 major new inventions (see p. 3): "Considering the generally inferior quality of present-day TV programs, many people will feel indifferent to an invention that would make TV pictures any bigger, and will see no use whatever for any gadget that would record them for future use. But by 1956, when Mr. Sarnoff will celebrate his fiftieth anniversary in radio, the industry perhaps will have met this other and bigger challenge—to give the public better programs. Since that night of April 14, 1912, when as a young Marconi wireless operator Mr. Sarnoff picked up atop the John Wanamaker store the first message of disaster from the *Titanic*, he has seen come to pass far greater miracles than these he now asks for. In fact, Mr. Sarnoff helped greatly to bring them about. We congratulate him on his anniversary."

"Are the British taking over American television?" asks *New York Times'* Jack Gould in Sept. 26 column. They aren't doing badly, he concludes, reporting "conservative estimates" that British movies comprise 20% of feature film TV fare in larger cities, 10% for TV stations nation-wide, while theatres carry "barely measurable" percentage of British imports. Good English product derives about $20,000 yearly from American TV, enjoying "consistently good" ratings except in South and Southwest. "By happy coincidence," Gould says, "what American TV especially wants, the British are most adept at making: films stressing adventure, intrigue and mystery." What complaints there are seem directed at "incomprehensible dialogue and the English propensity for staging climatic scenes in virtual darkness." Hollywood may not yet be worried over "millions of Americans being conditioned to foreign films," he says, "but already there are whispers of producers in France, Spain and South America hoping to get on the video bandwagon."

Some 200 women executives and broadcasters have submitted entries for *McCall's* Awards to Women in Radio & TV contest which closed Sept. 10—one to be for service to community, 3 each for service to women and children, judges to be Sen. Margaret Chase Smith (R-Me.); Dr. Earl J. McGrath, U. S. commissioner of education; Mrs. Dorothy Deemer Doughton, president, General Federation of Women's Clubs; Mrs. Harriet Sabine, board, American Women in Radio & TV; Otis Lee Wiese, publisher of *McCall's*.

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doesn't agree with many predictions ranging as high as 1500 transmitters in 5 years and I'll admit the estimates are conservative. If materials, including construction materials, should be in free supply, then these estimates could be quite low.

"You may consider these forecasts to be pessimistic. On the contrary, they are realistic, not based alone on what industry members think can be produced, as many surveys are."

How soon will non-TV areas get stations -- and open up new gold mines for set and parts manufacturers and merchandisers? This rule of thumb, said Dr. Baker, can give very rough idea:

"If a city is a good market area; if it is on the coaxial cable, or relay network, or within one microwave link of the cable; if it has only one applicant for permission to construct and operate the station, then, according to our market research experts, it has pretty good chance of getting on the air in next 2 years. If any one of these items is missing, it may be 5 years." [Editor's Note: Dr. Baker's 5-year prediction appears unduly pessimistic. All these conditions would rarely obtain, e.g., only one applicant in "good" market.]

"Happier side of the picture" is Dr. Baker's forecast that approximately 35,500,000 families will be within range of at least one TV station by end of 1955. "We believe," he said, "there will be 44,500,000 wired homes in 1955 or 14% more than in 1950. We believe that by the end of 1955, nearly 80% of these homes...will be within range... And there is a possibility that 9 out of 10 of those more than 35,000,000 families will own at least one TV receiver."

To parts & components distributors, this will mean gross annual business about $1 billion in 1955 -- more than triple 1950's gross of $320,000,000, and over twice as much as 1951's estimated $475,000,000, Dr. Baker said.

COMPATIBLE COLOR UP ANOTHER NOTCH: "Operation Lovebird," so called because lovebird act is one of most critical tests of a color system, continues to prove smash hit with more people who make TV tick -- the makers & merchandisers of TV receivers and the broadcasters, advertisers & agencies providing the programs for those receivers.

Enthusiasm for RCA's pictures -- and compatibility -- came from all quarters during all-week, thrice-daily showings in Radio City's Johnny Victor and Center theatres. Even those who have no special love for RCA-NBC attested to prime importance of compatibility and the high quality of RCA's images.

Quality of pictures seemed about same as during July showings (Vol. 7:28), with exception that more emphasis was placed on vivid (saturated) colors, presumably in answer to criticisms that colors were too pastel (Vol. 7:28).

Entertainment content of program has been enhanced, but George Burton's extraordinarily well-trained lovebirds, brought in from Coast for demonstrations, and singing & dancing turns by Nanette Fabray, are still top attractions.

To show black-&-white on color tube, extremely clever sequence had a secretary living drab life in monochrome, then flashing into color when she took "a trip to Havana, on one of those cruises," meeting outrageously-dressed Latin dancer.

Remote pickup from Merchant Marine Academy, Kings Point, L.I., some 12 miles away, featuring Marine drill team and cadet color bearers, came through well.

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From two of nation's biggest TV merchandisers -- Davega Stores' Jules Smith and Stores' Max Kassover (about 40 outlets each) -- came indignant comments. They burst out in middle of demonstration: "CBS is still out of step. Somebody ought to show Coy a thing or two." Everyone laughed. Kassover's opinion: "This is ultimate. I think it's a shame to keep this from the public. It's here now."

"Compatibility is very critical, we've found," said telecaster George Whose WJBK-TV, Detroit, is scheduled to carry CBS's color football schedule (7:35). He described how flock of complaints followed an experimental color-

"But what troubles some of us, regarding a compatible system," he said, "is problem of mass producing tri-color tubes." RCA president Frank Folsom replied:

"We think we can mass produce them. When we had Mr. Coy out to Lancaster, I showed him a machine that exhausts 12 tubes an hour. Coy thought that

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wasn't much. Then we showed him a machine, costing $400,000, which will be able to exhaust 200-300 per hour. It's just like the first RCA '630' model TV receiver. People said only 2 outfits could make a TV set in those days. Today, there must be 150 making them."

Cuba's Goar Mestre, operating CMQ-TV, Havana, and building 4 other stations, stated flatly: "Compatibility is basic. I can't see using a system that would make people buy additional devices."

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Showings continue next week, close down for a week, then resume with demonstrations for public. Network and large-screen tests are planned, dates undecided.

FCC is sending Wm. Boese, technical research chief, to RCA's Sept. 17 showing for benefit of NTSC's field-test Panel 16. On Sept. 26, RCA will have 4 Commission engineers -- Plummer, Allen, Boese, Chapin -- up to Lancaster for inspection of tri-color tube production. Choice of standards for field tests, as recommended by Panel 13, is expected to be approved by whole NTSC at Sept. 18 New York meeting.

Zenith's experimental colorcasts should offer one of best opportunities for field testing, since it's only vhf station (Channel 2) permitted to operate without restrictions on hours. FCC has limited RCA, Philco and Crosley to colorcasts during periods outside regular programming hours, because they're using commercial stations. DuMont, however, will be able to supply signals any time, when its New York uhf station gets going.

FCC's "open door" to compatible systems is probably more ajar than it has ever been. FCC Chairman Coy's good-natured exchange on color with Folsom, at Bridgeport uhf seminar (see p. 1), is an indication. Coy stood up for FCC's decision, but reiterated Commission would have preferred compatible system if it had been ready.

Congressional backing of compatible system is likely to grow as time for resubmission of system to Commission nears. For example, Rep. Charles Wolverton, ranking Republican on Interstate & Foreign Commerce Committee, attended Sept. 12 showing. He said: "We are now approaching that for which we have all striven. I never did think the RCA system was inferior."

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CBS-Columbia Inc. announced "mass production" of color sets began Sept. 6. President David Cogan reports $500 color-monochrome unit now coming off line at rate of 30-a-day, and "we expect to go up every week." He's still shooting for 300-a-day production, still "hoping for total of 25,000" by year's end, he says -- despite competitors' doubts company can make more than 2000-3000.

Sample display set is going to all distributors first, Cogan says. Thereafter, production will be channeled to areas with colorcasts. The $250 "slave" unit is due in about 60 days, with $400 color-monochrome set "before year's end."

DuMont announced "DuMatic" switch this week, a $19.95 adapter to get black-&-white from CBS colorcasts, says it can be installed in an hour. And Raytheon is reported planning $14.95 adapter and "slave" units. Other makers of such adapters, notably Philco, say demand has been negligible.

Personal Notes: Thomas H. Dawson returns to CBS-TV from Petry Co., where he has been TV director, to head up new separate CBS-TV Spot Sales, rep for WCBS-TV, WCAU-TV, KTSL, WTOP-TV, WBTV, KSL-TV, WAFM-TV; George R. Dunham Jr. continues as Eastern sales mgr., Sam Cook Digges as Chicago TV sales mgr. . . . Ben Feiner Jr., ex-MGM, returns to CBS Oct. 1 as executive TV producer under v.p. Harry Ackerman, Hollywood . . . James T. Maddigan promoted to ABC-TV news-special events director, succeeded as ABC-radio news director by Donald R. Coe . . . Ernest de la Ossa, NBC personnel director, named member of New York Regional Wage Stabilization Board . . . Frank Cooley, ex-farm program director, WHAS & WHAS-TV, Louisville, now adv.-information director, California Farm Bureau Federation, Berkeley . . . James C. Douglass has resigned as coordinator of TV-radio advertising of Colgate-Palmolive-Peet to become TV-radio v.p., Erwin, Wasey & Co., succeeding C. H. Cottington, resigned . . . Nat Wolff named Young & Rubicam v.p. in charge of TV-radio production under Edward W. Mead, v.p. & TV-radio director . . . David D. Polon named TV-radio v.p., R. T. O'Connell agency . . . Charles Harrold named production supervisor, TV-radio dept., Lennen & Mitchell . . . Sylvania Dowling, ex-Young & Rubicam, now TV copy supervisor, Sullivan, Stauffer, Colwell & Bayles.

Possible successor to Comr. Frieda Hennock is Atlanta lawyer and former Congresswoman Mrs. Helen Douglas Mankin, according to *Billboard's* Washington correspondent Ben Atlas. He says she's being pushed by India Edwards, Democratic National Committee vice chairman. However, consensus is that inside track is still held by Robert Bayless, House Speaker Sam Rayburn's nephew and assistant. Mrs. Hennock's appointment to New York Federal judgeship (Vol. 7:24 et seq) still hangs fire, no date set for hearing.